

ADVANCE COPY
(Rough Proof Only.)
PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.

VOL. LX. NEW YORK, SEPTEMBER 25, 1907. No. 13.

The Butterick Trio

Comprising

The Delineator

15c.—\$1 year

The Designer

10c.—50c. year

New Idea Woman's Magazine

5c.—50c. year

Reaching 1,600,000 Homes

About 10,000,000 Prosperous Readers

—Women who do their buying in Retail Stores and who buy for their Homes, their Families, Children, Husband and for themselves..... "The Cream of Good Customers in America".... A group of consumers whose patronage alone is enough to assure the success of any good article. Your advertisement printed 1,600,000 times in one issue of the Butterick Trio reaches more readers, and costs you far less, than you could print for yourself and distribute to readers of equal responsiveness and buying power. Trio Rate: \$7.12½ per agate line. An inch ad one time (\$100) costs you 1-1000 of 1c. per reader. A Page ad one time (\$2550) costs you about 1-40 of 1c. per reader.

W. H. BLACK
Mgr. of Advertising
Home Office, Butterick Bldg.
New York

F. H. RALSTEN
Western Adv. Mgr.
First National Bank Bldg.
Chicago

THE BUTTERICK TRIO.

THE DELINEATOR — THE DESIGNER — NEW IDEA WOMAN'S MAGAZINE
BUTTERICK BUILDING, NEW YORK.

W. H. Black, Manager of Advertising

Something that *you* manufacture may enjoy widely advertised distribution and sales, even if a similar article has never been advertised.

If you start first.

You would not be in the manufacturing business if you were not supplying a commodity—something created by demand, no matter how slight.

The interests of the Butterick Trio and every retailer in the United States are now so closely identified with each other that consumer-demand is merely a natural result of logical advertising, coupled with retailers' friendliness.

Some of the most pronounced successes in modern merchandising have been achieved by those who have been *first* to grasp advertising opportunities.

Why not be first in your line?

The opportunity embraces two salient points—

You have something to sell consumers—

The Butterick Trio composed of the DELINEATOR, the DESIGNER and the NEW IDEA WOMAN'S MAGAZINE will carry the message to 10,000,000 consumers—

Then with the aid of modern selling plans, the rest of your work is easy and profitable.

W. H. Black
Manager of Advertising

Write to me to-day about your business—what you are doing—what you would like to do. I can tell you how to increase your radius of selling action.

1,600,000 FAMILIES 10,000,000 PROSPEROUS READERS

DELINATEATOR DESIGNER NEW IDEA WOMAN'S MAGAZINE

THE

BUTTERICK TRIO

THE ROLL OF HONOR

is a department among the advertising pages of PRINTERS' INK in which every paper is entitled to appear which has submitted a detailed statement to Rowell's American Newspaper Directory of the number of complete and perfect copies issued for the period of an entire year preceding the date of such statement. No paper which has not submitted such a statement, covering the period of one entire year, can secure a place upon the Roll of Honor for either *Love or Money*.

PRINTER'S INK is the *one* journal that can give such a department the integrity which makes it valuable to advertisers and the publicity which will produce results for publishers appearing therein. A rating in the Roll of Honor practically fixes the circulation of a paper beyond dispute. The establishment of such a method, capable of being kept all the time up-to-date, marks an era almost as important in scientific advertising as was the establishment, in 1869, of Rowell's American Newspaper Directory. The Roll of Honor is the only organized weekly service in existence anywhere through which the honest and progressive publisher, entitled to membership, can bring before the advertisers of the United States his increase of circulation for a week, a month or a quarter just past. It is a satisfactory guarantee of the publisher's truthfulness and good faith. In reports of this kind every prominent advertiser is vitally interested. The Roll of Honor is a unique and choice service for choice mediums. It is the only authoritative source of such information to be had at any price, and the expense of it is merely nominal.

Roll of Honor advertising costs 20 cents a line, or \$20.80 for a two-line advertisement for one year. If cash in advance for one year accompanies this order, a discount of 10 per cent may be deducted.

For further information, if desired, address,

THE PRINTERS' INK PUBLISHING CO.,
No. 10 SPRUCE ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LX.

NEW YORK, SEPTEMBER 25, 1907.

NO. 13.

NEW YORK'S NEWEST DEPARTMENT STORE.

THE OPENING IN THE OLD ALTMAN BUILDING OF GREENHUT & COMPANY'S NEW RETAIL ESTABLISHMENT IS EXPECTED TO STEM THE TIDE OF THE UPTOWN TRADING TENDENCY—MUCH COMMENT CAUSED BY THE EXCLUSIVE MERCHANDISING POLICY AND DISTINCTIVE ADVERTISING METHODS OF THE NEW STORE.

Probably no trade move within recent years has caused more comment in department store circles than the opening on Tuesday, September 17th, of Greenhut & Company's new store in the old Altman building.

Speculations were rife since B. Altman & Company, about a year back, moved from their famous old stand on Sixth avenue, corner of 19th street, to their new building on Fifth avenue, above 34th street, as to what disposal would be made of the old building. Rumor had it first that one of the 14th street stores had obtained a lease on the premises and would, when a specified time had elapsed after the Altman removal, open a large department store to be conducted along popular lines. Later it was believed that some Rochester house was to occupy the old site. That the Greenhuts should take over a great building and open a new store directly opposite their present large establishment was undreamed of until quite recently.

The Sixth avenue retail district has been subjected to many marked changes of late years. The first of these changes came several years ago when the

Straus Brothers moved the Macy establishment, for years the center of New York retail activities, from 14th street and Sixth avenue to Broadway and 34th street, at the intersection of Sixth avenue. This move was looked upon as the beginning of the end of Sixth avenue, as a leading factor in the retail life of the city. The almost simultaneous opening at Broadway and 34th street of Saks & Company's huge department store seemed to confirm this opinion.

But these indications of the up-town tendency were more than neutralized for the time being by the opening at 14th street and Sixth avenue, on the old Macy site, of Henry Siegel's new Fourteenth Street Store. A year or two previous to the opening of this store Mr. Siegel had obtained control of the old Simpson, Crawford & Simpson business—which had fallen into a rut and was retrogressing rapidly—and remodeled the old building, re-organized the business and put it well in the fore among the high-class New York department houses.

These two moves by Mr. Siegel did much, as has been pointed out, to retard the general shifting from Sixth avenue and 23d street to the 34th street section of the better class of the retail trade, but it was not long before the tendency took on renewed activity. In 1906 B. Altman & Company, probably the most exclusive dry goods store in the country and, as it were, the keystone which preserved the integrity of Sixth avenue as the high-class retail center, moved up to its new building on Fifth avenue.

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Naturally the removal of the key-stone did much toward breaking down the arch. Several stores immediately followed Altman's uptown, and those that did not soon felt the effects of the changes. The carriage trade, which all the Sixth avenue and 23d street stores found so profitable and satisfactory, began to drop off. The huge carriage calls over the side entrances of the great department houses fell into gradual disuse. It was generally believed that Sixth avenue and 23d street were seeing the last of its high-class trade, that its future was to depend upon the popular trade—the bargain seekers.

It was therefore with great surprise that the announcement was received that B. J. Greenhut, managing head of the Siegel-Cooper Company, was to open in the old Altman building a store that should in every way fill the niche left by the Altman removal. For a long time the public was left in the dark as to the plans and policy of the new company, but as the date of the opening drew near it became apparent that the new firm was at least to be unique and original in its methods. Its advertising, for one thing, struck a new note in New York dry goods publicity. Technically, this advertising is known as the panel style, with the firm name in the upper right-hand corner of the space, the text matter in the center and the address in one long line at the bottom. The type in the opening advertisements was the artistic Tabard Inn style, and the wording of the ads themselves was dignified and withal pleasing and convincing. The burden of these first ads was the outlining of the general policy of the house.

It might not be too much to venture the assertion that the future of the Sixth avenue section as a high-class retail center depends upon the success of the new Greenhut store. If it is able to maintain its initial policy of retailing quality merchandise at prices more reasonable than has been the rule hitherto in this

country, it will mean that the exclusive class of trade which has now, to a great extent, abandoned the Sixth avenue neighborhood, has been successfully prevailed upon to return to its old haunts. It will mean, too, an increased volume of business for all the stores in this district, and it will assuredly have a most wholesome influence upon the retail prosperity of the city in general. But whatever may be the final outcome of the venture; it is generally conceded that B. J. Greenhut, virtual head of both the Siegel-Cooper Company and the younger concern of Greenhut & Company, by his intrepidity in throwing his energy and resources into the breach created by the altered conditions in the Sixth avenue district, has established his right to be ranked among the really great merchants of the day.

Much of the credit for the thorough and distinctive fashion in which the exclusive policy of the new Greenhut store has been so far expressed, belong to Miss Alice M. Bradley, advertising manager for Greenhut & Company. Miss Bradley, long well known as the advertising manager of McCreery & Company, not only created the present advertising policy of that company, but also did all the inaugural advertising for the McCreery uptown store and the McCreery Pittsburgh store. She was, therefore, well equipped for the task of organizing an advertising policy which should embody all the elements necessary to success under so difficult a combination of conditions as that which confronts the management of the new store. Miss Bradley's plans only permit her to remain with Greenhut & Company until the store is fairly opened. She will then be succeeded by Miss Partlan, who was until recently manager of advertising for the Arneim tailoring establishment.

Miss Bradley's part of the opening preparations was to organize the advertising policy, create an entirely new and distinctive style of writing and setting, and to firmly impress upon

(Continued on page 6.)



One of the by-products of advertising is the impression which it makes on the dealer. It is only fair that a dealer should see the coming demand for your goods before stocking them. If you can show him a good article, plus a good advertising campaign that is being waged for it, he will put in a stock of your goods, unless his business eyesight is impaired.

For impressing the dealer a large circulation is most successful. If your advertisement goes into THE SATURDAY EVENING POST you can tell him it appears in a publication having more men readers than any other in America

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

the public the policy of the store sought to accomplish by the style and the methods by which it and text of our advertising and would seek to serve its patrons. by the general fittings of the How she accomplished these ends, Miss Bradley tells in her own words as follows:

"The firm of Greenhut & Company was organized with the fundamental idea of retailing at prices possibly more reasonable than those at which goods of fine quality have ever been sold before; a quality of merchandise fully as high as was offered by the house which preceded us in the occupancy of this building. This is to be the mainspring of our merchandising and advertising policies. As was set forth in our opening announcements, 'the quality of the merchandise and the prices at which it is sold will be Greenhut & Company's most convincing argument.' But while the lines of merchandise carried are probably as broad and of as high character as those in any store in the country, or elsewhere, we do not wish it to be understood that it is our desire to build up what is popularly known as an exclusive trade. We seek to meet the wants not solely of those who purchase only the most costly grades of goods, but equally as well those of limited purchasing capacity; those who, while desiring high grade merchandise, must always consider the question of cost in their purchasing. In a word, our system of pricing is not to be a prohibitive one. We expect to feature domestics, linens, the necessities of life, quite as extensively as the finer grade of goods. This was the one point, more probably than any other, which I was to impress upon the public mind. And I feel satisfied that I have succeeded, for the keynote of every advertisement which I have gotten out so far has been—the very best merchandise at lower prices."

"The exclusive tone of the store was another feature upon which I was called to emphasize strongly. Everything connected with our merchandising and advertising activities is to be distinctly new, unique. This I

All business stationery, announcements, wrapping paper, cord, stock boxes, draperies, decorations, liveries, delivery wagons and automobiles come in this beautiful color. The value and effectiveness of employing this color, so that it must eventually become inalienably associated in the public mind with the Greenhut store, can hardly be overestimated."

"What mediums have you made use of in your opening campaign?" Miss Bradley was asked.

"Practically all the dailies in New York, Supplementary to the local papers, to reach the New Yorkers who are abroad, we have used since the first part of the summer the Paris Edition of the New York *Herald*, and more recently we have tried the Paris *Mail*, which is, we believe, for our purposes, an effective medium. We have also, within the past few weeks, mailed to selected lists in New York and elsewhere invitations to our opening. These invitations have also been mailed to New Yorkers who are traveling in America, and five thousand have been sent to Paris hotels to be forwarded all over Europe, to wherever there may be American travelers. Tabard Inn type and the panel style of arrangement, which I adopted for all my ads, were employed in these invitations, and they will probably form also the style for all advertising literature which the house may get out from time to time."

In answer to a question as to whether the price argument should play any part in the future advertising policy of the store, Miss Bradley said:

"I cannot say definitely whether the management will permit the featuring of prices in the advertising as a regular procedure. Of course, it is quite apparent that prices, at least on certain occasions, must be advertised. But I believe I may safely say that where they are advertised, it will

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But I
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be along different and less conspicuous lines than is now the custom. Indeed, I am now working out several plans by which the effective price argument may be introduced into an advertisement in a thoroughly dignified fashion.

"Values, I believe, we will never quote. There is no more pernicious practice in advertising, I am convinced, than that of quoting values or of making price comparisons. It leads to more loss of sales, more loss of customers and more general dissatisfaction than does any other fault of retail advertising. I have made this question the subject of careful study and experiment, and I have found that where the public is taught to regard as strictly trustworthy the price and other advertising statements of a store, far greater results are realized than where exorbitant values are quoted."

"Will your store make a specialty of certain departments or lines of goods?" I asked.

"We will carry certain lines of goods exclusive with us alone, such as 'Tapis Francais' or period rugs, the entire output of which we have obtained control of, and in other lines we will carry far broader stock than are usually to be found in an American department store, but I hardly think that, considering the breadth of our merchandising policy, these could be called specialties. Every department in the store will be required to measure up in every way to an extraordinarily high standard, and under such a policy a line of goods, to be designated a specialty, would require a very high degree of specialization. Perhaps the best answer to such a question would be that every department will be so conducted as to amount virtually to what in America is termed a specialization."

ALPHONSUS P. HAIRE.

CONTINUOUS advertising has made each letter in the word "Royal" before the words "Baking Powder" worth over two million dollars.—*Signs of the Times*.

FREE ADVERTISING.

It is remarkable how often one meets in the advertising field the man who is trying to get something for nothing. Among beginners there is an idea that if they can say some magic word, and the publisher of some medium will publish free, a lot about their particular business.

Commercial bodies are susceptible to this particular ailment and will give a contract for paid advertising space to worthless mediums who promised to run free articles.

One Chamber of Commerce refused to spend money on magazines of reputation, because they were secure in the self-satisfaction of articles written by the secretary and published in a few country papers.

One food manufacturer refused to sign a paid advertising contract unless the paper would agree to run certain matter which he would write concerning his productions in particular and food in general. As a consequence by his own effort he was driven into the poorest mediums.—*White's Sayings*.

CIRCULATION GAINS IN SUMMER

are in evidence only

When a Paper is in Demand

Circulation that comes to a paper on its merits is the kind that brings results to advertisers. In Chicago there are many newspapers, but none show gains like the

RECORD-HERALD

Circulation for August :

Daily, exceeding	Sunday, exceeding
153,693	219,469
Gain over last year exceeding	Gain over last year exceeding
14,123	22,589

The
Chicago Record-Herald.

Lincoln Freie Presse

Lincoln, Neb.

Actual Average
Circulation **149,281**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35¢.

FOLLOWING PANDORA.

A new kind of an ad has appeared in the advertising field, course, is to arouse the interest and from its appearance it can and curiosity of the public. Sev-

This Box Contains The New

Fall Collar

THE BOX WILL BE OPENED SEPTEMBER 14TH.

IT'S AN **ARROW**

CLUPECO SHRUNK QUARTER SIZE
15C EACH; 2 FOR 25C
CLUETT, PEABODY & CO., MAKERS

*The Box Is Open
This Is The New
Fall Collar*

IT'S AN **ARROW**

CLUPECO SHRUNK QUARTER SIZE
15C EACH; 2 FOR 25C
CLUETT, PEABODY & CO., MAKERS

rightly be called as the keep-
them-guessing copy. This guess-
ing ad consists in exploiting some
picture, catchy phrase, or some

eral well-known advertisers have
recently used this guessing ad and
ing ad with very satisfactory results.
The manufacturers of Kellogg's

Toasted Corn Flakes tried out the idea a few weeks ago with the insertion of large copy containing the letters "K. T. C." leaving it to one's imagination to determine what the letters stood for. When the public's curiosity was at its highest pitch Kellogg informed the public about his breakfast food. The success of this ad was such that one of Kellogg's rivals utilized the letters which Kellogg had made so well-known in his own advertising until he was restrained by a court injunction.

At the present time Cluett, Peabody & Co., are using this guessing ad in introducing to the public a new style collar for the fall.

The first ad showed a picture of a regulation collar box bearing the word "Addison" on the label, which is the name of the new style collar. No intimation is given regarding the style of collar in the box, but the announcement is made that the "box will be opened September 14." On the latter date the illustration accompanying the collar ad shows the box opened, with the new collar on exhibition.

SHOP SHOTS.

By Frank Farrington.

There is just one way to beat the game of speculation and that is to invest your surplus instead of gambling with it.

You may be well advertised by your loving friends, but you will never live long enough to get rich by such advertising.

Don't argue. Argument breeds bad blood and convinces no one. It rather strengthens both parties in their original positions.

The clerk who wants larger wages must be a money maker for his employer. Simply holding down the job will not increase the firm's profits.

Some expenses produce profits; some reduce them. If you are to consider a large reduction of expense, beware how you cut into the former class!

Originate your own plans and carry them out. You may be able to copy your neighbor's plans but it is very doubtful if you can copy his success.

Can you teach others things which you yourself do not know? That is why the man at the head of the busi-

ness should know how to do the things at its foot.

Worry has spoiled a good many otherwise first-class business men. If a man would succeed, he should learn to keep out of things which cause fruitless worryment.

Any method of telling people the advantages of your store is advertising. The method that tells the most people most effectively at the least price is the best advertising.

How much better you like the railroad whose officials are uniformly courteous and obliging without expecting constant tips! Just so the women feel regarding stores.

They say that this is a day of specialists. That may be true and yet the successful merchant is he who sells the most lines well, rather than he who sells one line supremely well.

When a salesman offers you something for nothing, be sure that you know all sides of the proposition before accepting it. There are no gold dollars at half price in the business world.

Advice is a good thing to give only when you cannot avoid giving it, and a good thing to seek only when you absolutely need it. The man who grows tallest is he who earliest learns to depend upon himself.

**45 per cent of
the subscribers
to the**

**SPARE
MOMENTS
Magazine**

own their homes

**Put SPARE MOMENTS
on your next list**

**Leonard Darbyshire, Inc.,
Publisher, Rochester, N. Y.**

STRAIGHT TALK ON REAL ESTATE ADVERTISING.

A PITTSBURG AGENT DESCRIBES HIS METHODS IN CAMPAIGNS FOR LARGE SUBDIVISIONS THAT ARE SOLD BY BARGAIN METHODS—EVERY COMMUNITY HAS ITS OWN CONDITIONS—WHAT WILL PULL IN TWENTY-FOUR HOURS IN PITTSBURG NEEDS TEN DAYS IN NEW YORK—POINTERS ON NEWS-PAPER COPY, MAIL LITERATURE AND THE SELLING PLAN.

The Protzman-Farrar Company, of Pittsburg, is one of the most successful advertising agencies handling real estate publicity in this country. During the past ten years the campaigns carried on by this agency for its clients are said to have sold fully \$30,000,000 worth of lots in the vicinity of Pittsburg and New York City. Some of the single advertisements inserted for clients in New York dailies have brought as many as one hundred and fifty to two hundred and fifty replies, and within six weeks have sold nearly one thousand lots in a New York subdivision. These figures gain in interest when one remembers the severe competition in this field, and that the savings' bankers of New York have, for the past year or two, been exerting a distinct "bear" influence upon their depositors in realty matters. The agency has also had some similar successes in Pittsburg. Its work is characterized by close dovetailing of large copy and special sales plans, and sales of lots when they do start are usually very rapid. It would seem that a slight error in plans or management in one of these campaigns might result in grievous loss to a client, for the expenditure often runs between \$1,000 and \$7,500 a week.

Not long ago Mr. George F. Protzman consented to talk for publication on the agency's methods.

"I shall ask your permission to hold back one or two small secrets," he said. "These are

secrets, however, that would be passed unnoticed by many a farsighted operator, unless we were to emphasize the importance of which our experience has demonstrated them to be worthy. Even without them our methods have been sufficiently effective to sell on an average never less than \$100,000 worth of real estate per week and as much as \$630,000 worth within ten hours.

"If you ask us how to advertise real estate I should say that the question is not easy, even for one who has spent so much money in that sort of advertising as we have. We are continually changing our methods. We have learned that advertising which sold real estate one year would not sell at the next, and that advertising which sold real estate in Indiana and Ohio would not sell it in Pennsylvania. Also that advertising which will draw crowds to-morrow to a property in Pittsburg could not be expected to draw purchasers in New York until ten days after the beginning of the campaign. But at the end of ten days the drawing power of the same style of advertising, with appropriations equal, would be ten times greater in New York than in Pittsburg.

"Therefore we do not advise the adoption of any particular practice until we have studied the property to be advertised and the public to be reached. But we do maintain that unless the real estate operator has an unassailable argument, powerfully written, to begin with, his advertising will not yield any immense profit, regardless of the quality of the mediums selected. If he is sure that he has a good proposition to offer, and is not sure that he possesses the ability to get up strong advertising, he'd better save the money he is figuring on spending for newspaper space, mail matter, etc., and use it to employ canvassers. Public confidence has been so outrageously abused in recent years by the misrepresentations of advertisers, that the man who writes the advertising must necessarily

have unusual personality and re-sourcefulness if he would hope to overcome the deleterious effect which millions of dollars worth of deceitful copy has created.

"This is best illustrated by comparing the time it requires to get results in New York with the time in which these are secured in Pittsburg. In such an unlimited field as New York the opportunity for grafters is of course unparalleled, and the enormous percentage of immediate results from the advertising of three years ago has dwindled down until the percentage of immediate results from the advertising of to-day is scarcely computable. In other words a tremendous volume of immediate results is at present impossible in New York; but advertising of extraordinary power, on an honest proposition, will now fetch just as large ultimate results in New York as it ever did, and would make the success more complete, more gratifying. Patronage which formerly went to the grafters would go to the promoters whose actual works and financial strength are ample guarantees that the promises will be kept.

"Experience convinces me that no management of a subdivision of magnitude can afford to have its salesmen ignorant of the arguments promulgated in the advertising. One of the most successful operators with whom we have had contracts has added marvelously to the competency of his salesmen by insisting, at our suggestion, that they be drilled every other morning in the constant flow of fresh features which are developed from time to time by the advertising. The consequence is that his salesmen sell to forty per cent more of the people with whom they talk than they used to. If these salesmen were not above the average in intelligence the increase in the number of sales made to prospects would be very much greater, provided we are allowed to take as a criterion the records of weak sales organizations which have adopted this same practice,

and thus converted into business-getters men who had previously killed more sales than they ever made.

"The manager of the sales department must be subordinate to the manager of the advertising, with whom he should keep in immediate and constant touch, to receive such help as only a past master could give.

"You can readily determine from these facts that more effort and energy are necessary to make a great success in advertising real estate than are usually employed;—that the mere coining of one creditable idea, and the purchasing of pages of newspaper space in which to spread it before the public's eyes, will not make competition that's strong enough to compete with an organization whose policy is woven into a web of a thousand details, perfected by judgment that was formed on the tests of time.

"The publication of only one vital idea about the property, as is almost universally the practice, constitutes harmful misrepresentation of a formidable corporation. It won't hold the attention of the public sufficiently long to awaken a desire to want what the announcement reveals. There's consequently only one deduction possible: The real estate advertiser must introduce a multiplicity of ideas. Each day you must present a new illustration that will catch the eyes of the readers at once; must also publish with it an argument that's not threadbare, but so enthusiastically and unanswered written that it will arouse the reader to a great interest in the subject,—so written that it will either persuade the reader to go out that very week to look at the property, or will cause him to read the very next ad, and the next, etc.

"Real estate advertising should be published in the newspapers, and in matter sent through the mails. We have found that street-car and billboard advertising has never brought tangible results for real estate or investments, although we are convinced

that it has made money for some other lines.

"The real estate ads in the newspapers should vary in size and be given no more space than the idea requires, but an idea too insignificant to need a reasonable amount of space should not be attempted for a large enterprise. Care should be taken that the reader is not given excuse for under-estimating the strength or standing of the concern. The public is more skeptical than it was five years ago. Space measuring less than an eighth of a page is not worth the money it costs, unless it be inserted with regular news as a 'reader.'

"One piece of matter sent through the mails is also of little value. Such matter must be turned out in series, and the same people reached incessantly. One appeal will often win many persons, but it takes a dozen or twenty to win most folks, a truth which the majority of real estate promoters have not yet learned.

"There is no set of rules aside from those already described by which we are governed in writing real estate copy. We take up the subject just as a lawyer prepares his case. We study the proposition from A. to Z., pick out the points which our experience tells us would interest the public, and then we enlarge upon these. When satisfied that the promoter or operator hasn't anything especially attractive to offer we urge him to change his policy to something which we believe would be successful. If he is unwilling to do so we refuse the contract.

"The only months in which any considerable money should be expended advertising real estate in this climate are April, May, June, July, August, September and October. To continue the advertising through the winter is to establish a monotony which invariably militates against the effectiveness of the campaigns conducted during the open seasons. You can make the public sick of real estate propositions, just as you can make a child sick of candy by giving it too much.

You could not get the average advertiser to believe this, but we have spent a mint of money to find out that it's true.

"The only plan of selling which can be advertised profitably on any grand scale is the easy payment plan, where the first payments range from ten to a hundred dollars and the subsequent payments do not exceed two per cent of the purchase sum each month. There is not a sufficient number of the public who can pay cash, since the lots usually range in price from \$300 to \$3,000, to make any other system advisable."

GOOD TALK FROM THE ADVERTISING MANAGER.

"The medium that holds the strongest living interest—that is most widely quoted—in the greatest number of homes for the greatest length of time—is the best *immediate* selling factor for any manufacturer who wants widespread consumer-demand—permanent and constantly increasing.

"The period of life of a magazine—the number of weeks or months of its selling activity—largely measures its strength as a medium.

"The long lived magazines must be noted and interesting and—mark this well—also of *more than passing interest*. Present or passing interest puts the magazine into a home, but this constitutes only the preliminary part of the service it should render to advertisers.

"Constant and permanent interest maintained—the kind that *keeps* the magazine in the home and on its little round of local activity—gives the advertiser the most consistent and earnest assistance—the most far reaching and permanent results.

"*The Delineator, Designer and the New Idea Woman's Magazine* go into the homes—1,600,000 of them—because they are of present interest. Fashion's monthly changes, the highest type of fictions, and the forceful treatment of the problems of living, written by men and women of national repute—these constitute a combined motive force that sends the magazine referred to into the home.

"The Butterick Publications maintains relevance between literature and advertising—the reading pages suggest the method; the advertising pages suggest the means. The design for the gown is found in the reading pages, the material for the gown is described and sold in the advertising pages—and so I might continue."—W. H. Black.

A POCKET catalogue of Stevens' Shot Guns, Chicopee Falls, Mass., printed in three colors, has been received. The booklet is artistic in design and attractive in appearance.

WHO'S WHO AND WHERE- FORE.

SAM BOWLES AND THE SPRING-
FIELD "REPUBLICAN."

There is probably no other daily newspaper that maintains the dignity, evinces the scholarship, retains its sanity, avoids the yellow in journalism, holds its own with its clientele and commands such attention from advertisers outside of its local field as the Springfield *Republican*. It is only local in its very immediate vicinity, which is small.

Here is a paper whose editor is also its publisher and its owner; brought up in the best school of journalism this country has ever known, with traditions drawn from his family name, and reinforced by marriage with the most eminent family in Massachusetts, who has brains, the God given quality of common sense and the journalistic genius coupled with the business man's faculty. Why shouldn't he make a newspaper? Well, why is it that men who think they have all these things do not? It's easy to answer the last question and we will pass it and say with reference to the Springfield *Republican* that its environment stood between it and spectacular success, and that aside from that definition it has had it from the outstart of its career. What it has become is due in the first instance to Samuel Bowles, senior, a Spartan in newspaper work, and in later years to Samuel Bowles, his son, and it is with him we deal in this story.

Let us say his father was the most earnest of partisan journalists, as he was the best. There were only a few of them in his time—Greeley, Raymond, Bowles, Joseph Medill and Wilbur F. Story. Raymond was the most politic, Greeley the most militant, Medill the most political, Story the most sensational and Bowles the most sane. The first Sam Bowles was an abolitionist of course. Last year his son delivered an address before the University of Missouri at Columbia. It would be really worth

while to quote it all, because it tells exactly what journalism is in this country. He took an optimistic view of its life and its future, but he said things about it that could easily have made his father turn in his grave, because whatever his father's paper was, it was only independent with reference to New England thought. But it was a great newspaper. Then let us say on its editorial page it has broadened out definitely, until it comes nearest to being the best and most careful expression of what editors can think upon almost every topic that a daily newspaper can deal with legitimately. If we add that the Springfield *Republican* editorially furnishes in the first instance more of the essential quality of thought as expressed in the



SAM BOWLES.

editorials of the contemporaneous daily publications of the country, it is not amiss from truth.

But the paper itself is intensely local. It comes more near being representatively and absurdly funny than the "Gotham Gazette" printed occasionally as part of the alleged laugh making column of the *Evening Mail* of New York City.

We know in provincial journalism the rule is to print a name every time you think of it, and the custom has a very actual value. The social chronicle is as important to the million when it concerns themselves, as it is to the four hundred, and the visits of the young women of Chicopee

to young women in Easthampton, eminent illustration, that is what or the fact that the church social was held in Westfield and was attended by the visitors from West Springfield including the Misses Smith chaperoned by Mrs. Brown is of first importance to them. But the Springfield *Republican* does not by any means content itself with the local story. It aspires to be neutral on no subject of human interest, and absolutely independent upon them all, and this is particularly true of every national question.

After the death of Samuel Bowles, senior, his son bearing the same name undertook the control of the property. To fit himself for this he ran the gamut of its service; assisting in editorial work from 1873 to 1875. He was business manager 1875 to 1878, since when he has combined the offices of editor in chief and publisher. He was born in 1851, educated at Yale and in Europe, and is A.M. of Amherst. He married the daughter of Hon. Rockwood Hoar in 1884. He does not admit cuts into his paper, which is one source of pride. The editorial page is the other. A good many people speak of Mr. Bowles as a "high brow." He is; but of the admirable kind.

The early days of the *Republican* were a succession of hard times. That fact is true of every newspaper that becomes anything. It fits itself for wealth and influence by a schooling of hardship and poverty, and in that respect is the most human thing in the inanimate world. More nearly than books or painting or the composition of the musician, or the carved stone of the sculptor, it is representative of the thoughts and the sentiments of men, because like the human mind it is varied. The book, the music, the carving or painting may consist of the best of the mind and hand are capable of producing, and stand for the single effort out of all comparison with the newspaper, but the newspaper after all is the real representative of the average intellect of mankind, in a class. So too it more persistently reflects the character of its editor and publisher, and as an

the Springfield *Republican* does. Plenty of people disagree with it, but no one ever dreamed of charging it with insincerity.

Although Springfield is no small city, having a population of 75,000, and is moreover the center of a considerable suburban population, it has Boston, Providence, Worcester, Hartford, Albany and Troy, New Haven and New York within a radius of a little more than a hundred miles, and its competitors in the newspaper life are virile and active and have the use of the best of circulation facilities. Besides that nearly every postoffice town of New England prints and supports its own paper with a degree of success unknown elsewhere in the United States. So the very causes that contribute to the distinction of the *Republican* are those with which it has to contend as adverse influences in its career.

In his address before the State University of Missouri at Columbia to which we have referred, Mr. Bowles animadverted in very definite terms to the nature and character of the bondage under which the newspapers of modern life exist. Briefly it was politics which has been succeeded by the commercial thralldom in which the dominance of the advertiser in the most insidious and dangerous manner. "It is not the local advertiser," he said, "who is the menace to the independence of the press. If he is in the mercantile class he wants his little notices from time to time. But they are comparatively harmless and he is on the whole the natural loyal supporter of the home paper, profiting richly by the liberal use of its columns in appealing to the public for custom. It is the so-called foreign advertiser spending hundreds of thousands of dollars in promoting public demands for his goods who seeks to hold a whip hand over the newspapers as a condition of his cash payments. He always requires a preferred position, and his announcements as a rule either startle the reader into attention by their grotesqueness or deceive

him by the method of their construction into the idea that he is reading news matter. A complete surrender to such demands from many advertisers makes the newspaper a horror of typography and a patchwork of fraud in substance. * * * * Again many general advertisers seek to influence or control the publisher of newspapers in the management of their editorial or news columns. * * * * There is also the publicity that is not paid for, issuing from press associations which offer what truly may be called stuff at \$3 a page, and who find their account as press agents for a more definite payment. These syndicates tend to destroy the individuality of the press, to discourage strong, clear and condensed newspaper writing, to weaken the character and independence of the publications which depend upon them. * * * * There is also the insidious influence of wealth, direct and indirect."

These were the heads under which he classed the dangers which menace journalism. It is more germane to our subject to say that he practices in his own journalistic life every legitimate and reasonable means to defeat their obvious aims. We must refer our readers who are interested in Mr. Bowles' illuminating remarks to the speech itself in its entirety. No one has spoken more frankly or nobly in defence of the press, no one has criticised its evils more earnestly or accurately.

R. E. R.

TRY AMERICA.

NEW YORK, Sept. 16, 1907.

Editor of PRINTERS' INK:

An interesting thing in connection with the export trade of the Emerson Steam Pump Co., one of our clients, came up while the writer was in Alexandria, Va., a couple of weeks ago.

A letter arrived perfectly addressed, originally, to them at Alexandria, Va., U. S. A., and mailed at Calcutta, India. A note, however, made on the envelope by the postoffice at Alexandria, Egypt, where it had been sent by mistake, was very forceful in its humor and brevity: "Try America."

We machinery people welcome a little streak of humor now and then.

Yours very truly,

THE KOBBE COMPANY,
C. M. Ripley, Adv. Manager.

Popularize your goods with the consumer. Make your trade mark a familiar one to those who must use them. They comprise the audience to whom you should direct your strong talking points. Convince the wide-awake American farmer of the superior merits of your machine and "you've got him."

When this is done it is YOUR line he will demand from the dealer and the "just as good" talk won't go with him.

The trade is yours.

There is a lot more along this line that The Breeders' Gazette man will deem it a privilege to discuss with you if you will give him an audience.

Address The Breeders' Gazette man at 358 Dearborn St., Chicago, or 725 Temple Court, New York City.

TOO MUCH CONDENSED.

You can be too thrifty in counting the words in an advertisement, as this from the *Telegraph* proves: "A lady whose husband is going abroad wishes to meet with another to be her companion during his absence." The outlay of "another" penny or so would have stopped the tongue of scandal.—*Westward Ho!*

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but who have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1906, **22,419**. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1906, **9,844**. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican, Daily aver. 1906, **6,478**. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, Evening (except Sat.) and Sunday morning. Daily average 1906, **4,238**.

CALIFORNIA.

Oakland, Herald, Average 1906, **19,667**; July 1907, **28,189**. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco, Sunset Magazine, monthly; literary; 192 to 224 pages, \$5. Average circulation seven months ending July, 1907, **91,428**. Home Offices, Flood Building.

COLORADO.

Denver, Post, Like a blanket it covers the Rocky Mountain region. Circulation—Daily **59,674**; Sunday **84,411**.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post, Sworn dy. av. '06, **11,428**.

Bridgeport, Morning Telegram, daily. Average for Aug. 1907, sworn **11,450**. You can cover Bridgeport by using Telegram only. Rate, $1\frac{1}{2}$ c. per line, flat.

Meriden, Journal, evening. Actual average for 1906, **7,580**. First four months 1907, **7,724**.

Meriden, Morning Record and Republican. Daily average for 1906, **7,574**; 1906, **7,672**.

New Haven, Evening Register, dy. Annual sworn aver. for 1906, **14,681**; Sunday, **11,662**.

New Haven, Palladium, dy. Aver. 1905, **8,626**; 1906, **9,549**. E. Katz, Special Agent, N. Y.

New Haven, Union. Average 1906, **16,481**. First 6 mos., '07, **16,582**. E. Katz, Sp. Agt., N. Y.

New London, Day, evg. Aver. 1906, **6,104**; aver. for August, **6,790**. Rates direct.

Norwalk, Evening Hour. Daily average guaranteed to exceed **5,800**. Sworn circulation statement furnished. Covers not only the Norwalks but fifteen small towns adjoining, covering a territory of over 40,000 people. Has the largest circulation of any newspaper in Southwestern Connecticut.

Norwich, Bulletin, morning. Average for 1906, **5,920**; 1906, **6,529**; June, 1907, **7,239**.

Waterbury, Republican, dy. Aver. for 1906, **5,648**; 1906, **6,937**. LaCoste & MacCullum.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1906, **25,577** (©©).

FLORIDA.

Jacksonville, Metropolis, dy. Av. 1906, **9,482**; 1st 6 mos., 1907, **10,692**. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta, Journal, dy. Av. 1906, **50,857**. Sunday 57,983. Semi-weekly **74,916**. The Journal covers Dixie like the dew.

IDAHO.

Bolse, Evening Capital News, d'y. Aver. 1906, **4,808**; average, July, 1907, **6,188**.

ILLINOIS.

Aurora, Daily Beacon. Daily average for 1905, **4,580**; 1906, **6,454**.

Calo, Citizen. Daily average 1st. 6 months, 1907, **1,585**.

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. Average for 1906, **4,017** (©©).

Chicago, Breeders' Gazette, wy.; \$2.00. Average circulation for year 1906, **70,000**.

Chicago, Dental Review, monthly. Actual average for 1906, **5,705**; for 1906, **4,001**.

Chicago, Examiner. Average for 1906,

649,846 Sunday,

175,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertising Agencies for January, 1907; for February, 1907; for March, 1907.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

COMFORT is the Household
Guide in a Million and a Quarter
Homes.



IN over a Million and a Quarter homes the woman of the household looks on COMFORT as her guide and friend. Its reading columns are consulted for help in her daily household duties. It is natural, therefore, that its advertising columns should also be consulted when it comes to making purchases for the family. And, as it is a well-known fact that the woman does the buying for the household, it naturally follows that COMFORT is the shopping guide of the country people. Ask your Advertising Agent about 'COMFORT, or write to

W. H. GANNETT, Publisher, Inc., Augusta, Maine

NEW YORK:
1105 Flatiron Building

CHICAGO:
1635 Marquette Building

Chicago, Journal Amer. Med. Ass'n, weekly. Average six mos. Jan. to July, 1907, **51,210.**

Chicago, R-cord-herald. Average 1906, daily 141,748; Sunday 211,611. Average July, 1907, exceeding daily 156,450; Sunday 220,151.

The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (O.O.).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.

Evansville, Journal-News. Av. for 1906, 16,599. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1906 av. 174,584. Now 200,000 4 times a mo. 75c a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for five months ending May 31, 1907, 5,516. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales.

The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, June, 1907, 9,580. Absolutely best in South Bend.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily. Average for 1906, 2,445.

Muskogee, Times Democrat. 1906, average 2,881; average 1906, 5,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye, daily. Avr. 1906, 8,764. "All paid in advance."

Davenport, Times. Daily average Aug. 18, 1904. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 362 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Avr. circulation 1st 6 mos. '07, **80,198.**

Des Moines, Iowa State Register and Farmer, w'y. Avr. number copies printed, 1906, **82,125.**

Sioux City, Journal. Daily average for 1st 6 months, 1907, sworn, **28,904. Morning, Sunday and Evening Editions.**

Sioux City, Tribune, Evening. Net sworn dy. avg. (returns deducted) at 6 mos. 1907, **81,122. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.**



KANSAS.

Hutchinson, News. Daily 1906, 4,260. Mar., 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 8,778; weekly, 8,084.

KENTUCKY.

Lexington, Leader. Av. '06, avg. 5,157. Sun. 6,798; 1st 5 mos. '07, 5,418, Sy. 6,867, E. Katz.

Owensboro, Messenger. Daily aver. six mos. ending June 30, '07, 8,568; aver. Aug., 8,940.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,271,982.

Augusta, Maine Farmer, w'ly. Guaranteed, 14,000, rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,573.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 8,617.

Portland, Evening Express. Average for 1906, daily 12,306. Sunday Telegram, 8,641.

In Portland, Maine!

With a paid circulation just about equal to the combined circulation of all (three) other Portland dailies,

And the Lowest Rate, per thousand, of any Portland paper, The

Evening Express

has a clear lead in its field.

Its Sunday edition—The TELEGRAM—has the largest circulation of any Maine Sunday paper.

These papers

Give Advertisers Best Results!

JULIUS MATHEWS, Representative.

MARYLAND.

Baltimore, American, dy. av. 1st 6 mos. '07, 77,052; Sun., 90,827. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, **69,814. For August, 1907, **74,640.****

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

GUARANTEED STAR

MASSACHUSETTS.

Boston. Evening Transcript (©©). Boston's tea-table paper. Largest amount of week day adv.



Boston. Globe. Average 1906, daily, 182,926. Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

**BOSTON POST**

Average for August, 1907, Boston Daily Post, 248,216; Boston Sunday Post, August, 1907, 218,244. First New England paper to put in linotypes. First New England paper to put in the autoplate. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Holyoke. Transcript, daily. Act. av. for year ending May, 1906, 7,589; 3 mos. '07, 7,842.

Lynn. Evening Item. Daily even. av. year 1906, 15,068; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Woburn. News, evening and weekly. Daily av. net paid cir. March, 7,528. Wkly., 1,481.

Worcester. Evening Gazette. Actual even. average for 1906, 11,401 copies daily; Feb., '07, 15,596; March, 1907, 15,765. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester. L'Opinion Publique, daily (©©). Paid average for 1906, 4,282.

MICHIGAN.

Bay City. Times, evening. Av. for 6 mos. to July 1, 1907, 11,002 copies, daily, guaranteed.

Jackson. Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. April daily average 7,786.

Jackson. Patriot. Average July, 1907, 8,256; Sunday, 9,045. Greatest net circulation. Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw. Courier-Herald, daily, Sunday. Average 1906, 14,897; August, 1907, 14,752.

Saginaw. Evening News, daily. Average for 1906, 19,984; August, 1907, 20,790.

Tecumseh. Semi-Weekly Herald. Actual average for 1906, 1,158.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a-week. W. J. Murphy, pub. Aver. for 1906, 37,536.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266; 3 mos., 1907, 104,100.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Daily and Sunday (©©). In 1906 average daily circulation, 74,054.

Daily average circulation for Aug., 1907, 76,586. Average Sunday circulation for Aug., 1907, 71,160. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

CIRCULAT'N **Minneapolis Tribune.** W.

J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 102,164.

St. Paul. Pioneer Press. Net average circulation for January—daily 35,502. Sunday 52,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1906, 15,254. Aug. 1907, 17,282. E. Katz, Special Agent, N. Y.

Kansas City. Journal. Cir'n, 277,974; 207,520 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 12½c; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

St. Joseph. News and Press. Circulation 26,079. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (©©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula. Missourian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA. Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1906, 141,889.

Lincoln. Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester. Union. Av. 1906, 16,758, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua. Telegraph. The only daily in city. Average 5 mos. ending Aug. 31, 1907, 4,422.

NEW JERSEY

Ashbury Park. Press. 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden. Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth. Journal. Av. 1904, 5,622; 1905, 6,515; 1906, 7,142; first 6 mos. 1907, 8,221.

Jersey City. Evening Journal. Average for 1906, 22,000. First six months 1907, 24,029.

Newark. Eve. News. Net dy. av. for 1906, 68,022 copies; net dy. av. for Apr., 1907, 68,940.

Trenton. Evening Times. Av. 1906, 14,227; 3 mos. dy. av. for Apr. 30, 1907, 20,621; Apr., 20,682,

NEW YORK

Albany. Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia. Daily News. Average first 6 mos. 1907, 7,494. F. R. Northrup, Special Rep., N. Y.

 **Brooklyn, N. Y.** Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 58,449.

Buffalo. Courier, morn. Av. 1906, Sunday, 91-168, daily, 58,681; Enquirer, even., 32,685.

Buffalo. Evening News. Daily average 1905, 94,659; for 1906, 94,745.

Corning. Leader, evening. Average 1906, 6,235; 1907, 6,595; 1908, 6,585; Feb. av., 6,520.

Mount Vernon. Argus, evening. Actual daily average for 12 mos. ending June 30, 1907, 4,816.

Newburgh. News, daily. Av. '06, 5,477; 1,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly av. for '06, 9,706 (©). 4 mos. to Apr., 1907, 9,845.

Automobile. weekly Average for year ending Dec. 28, 1906, 15,212.

Baker's Review. monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,458.

Benziger's Magazine. the only popular Catholic Family Magazine published in the United States. Guaranteed circ'n, 75,000; 50c. per agate line.

Clipper. weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,611 (©).

El Comercio. mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review. music trade and art weekly. Average for 1906, 5,109.

 **Printers' Ink**, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1906, 11,708.

The People's Home Journal. 554,916 mo. Good Literature, 42-500 monthly, average circulation for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept. 1907, 8,189; Sept. 1907, issue, 8,750.

The World. Actual aver. for 1906, Morn., 218; 664, Evening, 339,057. Sunday, 4,228.

Rochester. Case and Comment, mo. Law Av. for year 1906, 22,601. Guaranteed 20,000.

Schenectady Gazette. daily. A. N. Lecty. Actual average for 1905, 18,058; 1906, 15,309.

Syracuse. Evening Herald, daily. Herald Co. pub. Aver. 1906, daily 55,206. Sunday 40,064.

 **Troy Record.** Average circulation 1906, 18,801. Average August, 1907, 26,458. Only paper in city which has permitted A. A. A. examination.

Utica. National Electrical Contractor, mo. Average for 1906, 2,623.

Utica. Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Raleigh Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,300.

Winston-Salem. leadslan N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks. Normandien. Av. yr. '06, 7,201. Aver. for year 1906, 8,180.

OHIO.

Akron. Times, daily. Actual average for year 1906, 8,977 August, 1907, 9,661.

Ashtabula. Amerikas Sanomat. Finnish. Actual average for 1906, 16,690.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 58,569; August, 1907, 75,554 daily; Sun., 56,964.

Coshocton. Age, daily. Net average 1906, 2,757. Verified by Asoo. Amer. Advertisers

Coshocton. Times, dy. Net '06, 2,125; 6 mo., '07, 2,416. No cash books fixed to fit padded cir.

Dayton. The I. U. Home Journal, mo. (Formerly Laborer's Journal) National cir. Av. for 1906, 10,450 April 1st, 1907, 14,511 copies. Critically read by 36,500 members of THE I. U. GRAND LODGE, the fraternal beneficiary order of wage-workers. 5c. agate line, flat rate.

London. Democrat, semi-weekly. Actual average for 1906, 8,668; now guarantees 4,000.

Springfield. Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. Cir. 155,000.

Warren. Daily Chronicle. Actual average for year ending December 31, 1906, 2,634.

Youngstown. Vindicator. D'y. av. '06, 18,740; Sp. 10,001; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1906 aver., 18,918; Aug. 1907, 20,217. E. Katz, Agent N.Y.

OREGON.

Mt. Angel. St. Joseph's Blatt. Weekly. May 3, 1907, 19,185.

 **Portland.** Journal, daily. Average 1906, 25,578; for August, 1907, 27,928. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland. Pacific Northwest, mo.; av. 1st 6 mo. 1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester. Times, ev'g dy. Average 1906, 7,688. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie. Times, daily. Aver. for 1906, 17,110; Aug. 1907, 18,592. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Second av. Aug. 14, 815. Largest paid circulation in H'bg or no paper.

 Printers' Ink awarded Farm JOURNAL the Seventh Sugar Bowl because of its paper, among those purchased in the United States, best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.

Philadelphia. Confectioners' Journal. mo.
Av. 1906, 5,470; 1906, 5,514 (©©).

"In Philadelphia nearly everybody reads The Bulletin."

NET PAID AVERAGE FOR AUGUST:

225,290 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Being the Gold Standard on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday P'ress, 137,863.

Sheridan, Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.



West Chester. Local News daily. W. H. Hodgson, average for 1906, 15,297. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news. Once is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport, Grit. America's Greatest Family Newspaper. Average 1906, 250,186. Smith & Thompson, Reps., New York and Chicago.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence, Daily Journal. 18,051 (©©), Sunday, 21,840, (©©). Evening Bulletin 56,620 average 1906. Providence Journal Co., publs.

Providence, Tribune. Morning 10,341, Evening 31,118; Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Lowell's Am. N. D.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. average for 1906, 4,470; December, 1906, 4,755.



Columbia, State. Actual average 1906, 10,000; daily 9,000; 1907, 11,357 copies; semi-weekly 9,000; Sunday (©©) 1906, 12,928. Actual average for first six months, 1907, daily (©©) 12,940, Sunday (©©) 18,769.

Spartburg, Herald. Actual average for first five months, 1907, 2,529.



TENNESSEE.

Chattanooga, News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination of circulation by Assoc. Am. Advertisers. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.



Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 12,692. Daily average last 3 months 1906, 13,347.

Memphis, Commercial Appeal. daily. Sunday, weekly. First six months 1907 av.: Dy. 41,782; Sunday, 61,485; weekly, \$1,312. Smith & Thompson, Representatives, N. Y. and Chicago.

Nashville, Bonner. daily. Aver. for year 1906, 81,435; Jan. 1907, 58,558; Feb. 1907, 87,371.

TEXAS.

El Paso, Herald. May, av., 7,618. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times. daily. F. E. Langley. Aver. 1905, 6,327; 1906, 4,115.

Bennington, Banner. daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington, Free Press. Daily average for 1906, 8,439. Largest city and State circulation examined by Asso. of Amer. Advertisers.

Montpelier, Argus, daily. Actual average for 1906, 8,280 copies per issue.

Rutland, Herald. Average 1904, 2,527. Average 1906, 4,226. Average 1906, 4,677.

St. Albans, Messenger. daily. Actual average for 1906, 5,051; for 1906, 5,388 copies per issue.

VIRGINIA.

Danville, The Bee. Av. 1906, 2,867. Aug. 1907, 2,788. Largest cir'n. Only eve'g paper.

Richmond, So. Tob. and Modern Farmer. mo. Average for first 5 mos. of 1907, 14,425.

Winchester, Evening Star. Average June sworn daily 8,826. Only daily paper.

WASHINGTON.

Seattle, Post Intelligence. (©©). Av. for Aug. 1907, net-Sunday 48,806; Daily, 84,957; week day 58,646. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

Seattle, The Daily and Sunday Times. Leads all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1st 6 mos 1907. Its nearest rival was beaten by over 134,401 inches display and 30,000 lines of classified. The tells the story of results. Average for 1906, was 42,172 daily, 56,794 Sunday. Average for June, 1907, were—Morning and Evening 58,997, Sunday 64,681. You get the best quality and largest quantity of proven circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

PRINTERS' INK.

Tacoma, Ledger. Average 1906, daily, 16,059; Sunday, 21,798.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,640.

Ronceverte, W. Va. News, w. Wm. B. Blake & Son, pub. Aver. 1906, 2,220.

WISCONSIN.

Janesville, Gazette, dly av. for Aug. 1907, 8,795; semi-wkly, 2,883; dly, Aug. '06, 3,868.

Madison, State Journal, dly. Average 1906, 8,602; Jan., Feb., Mar., 1907, 4,884; Apr., 5,106.

Milwaukee, The Journal, eve., dly. Aver. 8 mos., 1907, 51,555. *Adv. gain over 1906, 7,706.* Paid circulation **ALONE** greater than TOTAL paid of any other Milwaukee daily or Sunday; also more advertising carried.

Milwaukee, Evening Wisconsin, dly. Av. 1906, 24,450 (©). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1906, 8,099.

The WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,124. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

**WYOMING.**

Cheyenne, Tribune. Actual daily average net for 1906, 5,126; semi-weekly, 2,898.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 16,161; Aug. 1907, 18,847. H. L. Clergue, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1906, daily, 84,559; daily August, 1907, 86,961, w. av. for mo. of August, 22,125.

Winnipeg, Der Nordwesten. Canada's German news'r. Av. 1906, 16,177. Rates 5¢c. inch.

Winnipeg, Telegram. Average 6 mos. 1907 22,961. Weekly av. 19,586. Flat rate, 3¢c.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,125.

Toronto, Canadian Motor, monthly. Average circulation for 1906, 4,540.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1906, daily, 96,771; 1905, 100,000; weekly, 49,592.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,452 copies each issue.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn. MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS in Chicago's "Want ad" Directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

STAR LEADS IN INDIANA.

During the last eight months the INDIANAPOLIS STAR carried 46,19 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1517.31 columns over the corresponding months of last year. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

The Lake County Times

Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in Indiana. It has been acclaimed as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

PRINTERS' INK.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, monthly rate \$1.25 nonp. line, dy. & Sy.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE BALTIMORE NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



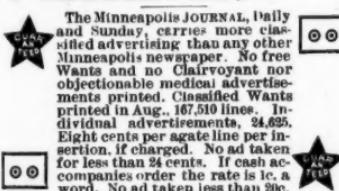
THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 more for the year 1905, and was 201,569 more than any other Boston paper carried for the year 1906.



30 WORD AD. 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.



CIRC'LAT'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circul'tn (first 6 mos. 1907), 11,187; Sunday, 15,065.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

PRINTERS' INK.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 25,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything when interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 20,479. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE CHESTER, PA., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 43,999, brings results, cost the lowest.

SOUTH CAROLINA.

STAR THE COLUMBIA STATE (©©) carries more Want ads than any other South Carolina newspaper.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,000, Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE MONTREAL DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

A GUARANTEE OF WORTH.

The true economic function of advertising is that of promoting and extending distribution. In this capacity it does not anticipate instant returns in orders induced by single insertions of a given advertisement. Were that possible in all cases advertising would promptly degenerate into catch-penny trickery; but the fact that most advertisers must contemplate a more or less prolonged process of popular education about their goods gives a stability and dignity to advertising and provides a guarantee of worth to the buyer that would otherwise be lacking.—*Scott Robinson in Vogue*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Eckman.

President, ROBERT W. PALMER,
10 Spruce St., New York City.
Treasurer, GEORGE P. HOWELL,
10 Spruce St., New York City.

London Agent. F. W. Scars, 50-52 Ludgate Hill, E.C.

L Is issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$2) 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

One time contracts, the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, Sept. 25, 1907.

A Setting Sun. The glory of the Bowery has departed. So say the old-timers—the solid, respectable retailers who ten years ago stirred things up by advertising. And yet there is hope. The Bowery has undergone a very definite change in the past ten years, and even dating further back. The old stock, grown well-to-do, has taken advantage of rapid transit facilities and moved over to Brooklyn or up to the Bronx, or out on Long Island. Hence the best local trade has suffered. The new Bowery is represented by a seething mass of Polish, Hungarian and Russian Jews, with a mixture of about every other people under the sun, who are good Americans in the rough, but have but a small percentage of the money to spend of the older settlers who have gone. So the

big Bowery advertiser is a thing of the past. Nicoll the Tailor began his career there in 1869 in what are still to-day splendid quarters, and built up an immense trade in \$25 suits to order—the first tailor in America to advertise at that price. He, at one time, used large spaces in New York and Brooklyn dailies, and his name was a household word. Now it is only seen on the billboards of the elevated, and along the lines of the railroads in New Jersey and Long Island. Nicoll as an advertising factor is remembered chiefly by what he has done. He says there is absolutely no trade in the Bowery, and that his business all comes from the outside, and that having built up a trade years ago through liberal advertising he now finds a reminder all that is necessary. Casperfeld & Cleveland, the jewelers at 144 Bowery, will be remembered by whole pages in the Sunday papers for years. But they are only occasional users of space now. McCann the Hatter, a landmark and relic of the best days of Bowery commerce, is still faithful to the shrine of publicity. His billboard displays at the Elevated Stations are still with us and serve in some degree to point the fashion each recurring season. McCann uses the billboard also throughout Greater New York and has served by the good quality of his display to keep the name of the Bowery quite prominently before the public. He also looks forward to a new day in publicity for New York's first great business thoroughfare, and despite tempting offers to move has remained steadfast.

A BUYER likes to buy of those who like to sell, and the only proof he has is to notice who advertises.

IF you can put geniality into your advertisement it will make it specially attractive.

PROVIDENCE, in spite of Sterne, does not "temper the wind to the shorn lamb," or mitigate the loss of those who do not advertise.

THE Trenton Bridge Company, makers of iron and steel wire (Trenton, N. J.) use the following catch phrase in their advertising:

YOU HAVE TRIED THE REST—
NOW TRY THE BEST.

As a gentle reminder to their forgetful American cousins the Electrical and Engineering Supply Co., of 118 Queen Victoria st., London, stamps at the foot of every letter sent to correspondents in the United States this legend: "The Postage to England is Five Cents for every Half Ounce."

THE amount of advertising carried in *McClure's* and *Everybody's* for September, published in the advertising summary contained in PRINTERS' INK for September 11, should be revised as follows:

	Pages	Ag. Lines
McClure's	133	29,942
Everybody's	131	29,428

This places *McClure's* second to *System* in business carried.

HAMMOND, Indiana, is a thriving manufacturing town located in the center of the Calumet region, twenty miles from Chicago. The 1900 census credits the city with 12,376 population but it has grown since then. The *Lake County Times* is Hammond's daily newspaper, four editions of which are printed daily, amounting in the aggregate to more than 10,000 copies. The *Times* has the advantage of location to make it a good advertising medium.

Naughty! PRINTERS' INK in these days credits numerous of its clippings to "Exchange." What is gained by omitting the name, when lack of originality is acknowledged, only the editor of that anemic periodical knows.—*The Advertising Agent.*

The *Advertising Agent* is one of PRINTERS' INK's Babies now just entering on its second year, a period said to be particularly trying to infants. It is to be hoped that as it grows older and less peevish it will learn to treat its parent with greater respect.

THE Philadelphia *German Daily Gazette* is distributing a metal envelope opener among advertisers, upon the handle of which appear designs in relief of the Gazette Building and the Liberty Bell.

READERS of Mark Twain's story who have wondered what became of Tom Sawyer when he grew up, will be interested in knowing that he is vice-president of the Southwestern Bridge Co., of Joplin, Missouri.

IN Washington, Pa., located in the Pittsburg coal district, are published two papers which an advertiser cannot well overlook. Washington has a population of 23,000 and upwards. The *Observer*, in the morning, printed an average of 6,029 copies daily in 1906, according to Rowell's American Newspaper Directory, and the *Reporter*, an evening paper, printed an average of 4,576 during the same period. Nearly all of the *Reporter's* circulation is confined to Washington, but the *Observer* circulates on nearly 100 Rural Free Delivery routes.

All's Well. A recent issue of the *American Agriculturist* contained a significant statement upon this year's crops, which should go far to allay any fear that may have arisen regarding the continuation of prosperous conditions in this country. The summary of produce values this season and last shows an estimated increase of \$243,000,000 in field crops, and of \$539,000,000 in live stock. The detailed statement of the *American Agriculturist* shows that this year's crop yields are only moderate compared to the bumper crops of 1906, but prices rule so high that farmers will net ten per cent more for their work this year than last.

Success on the farm means prosperity, and with this vast increase in the amount of his wage, the farmer may reckon on a remarkably successful year.

WELL said things in any space are better than poorly said things at the top of the column.

THE Cincinnati Industrial Bureau has a page in several October magazines, to advertise the advantages afforded manufacturers by the city.

THE St. Paul *Dispatch* has distributed 40,000 medals among the city's inhabitants, each of which will be accepted by the Security Trust Company as a fifty cent deposit from persons starting a savings account with fifty cents in cash. In other words, any person having a *Dispatch* medal may start an account of \$1 at the designated bank. This is a novel way to awaken wide-spread interest in a savings account.

The Troy, N. Y., *Record* has had its books examined by the Audit Company of New York, which certifies that the daily average of copies printed for three months ending July 31 was 20,328. The *Record* offers to give to charity \$500 if any other Troy daily will permit an investigation by the Audit Company, will publish the actual figures as shown by the inquiry, and will present a daily average during the same three months of 6,776 copies (one third of the *Record's* figures). It also offers to give \$500 to charity if the other Troy dailies combined will publish the result of an investigation by the Audit Company and show a combined total of 20,328 copies.

The *Record's* annual statement of copies printed is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay \$100 to the first person who successfully controverts its accuracy. PRINTERS' INK believes that Manager Plum is perfectly safe in thus offering \$1,000 to charity. It would be remarkable indeed if each of the *Record's* three competitors itself knows the volume of its daily output.



CLING closely to a few leading reasons and let superfluous details go. The reader cannot remember everything.

Appleton's Magazine has adopted a new line to appear at the bottom of its advertising pages:

"When writing, mention *Appleton's*; when buying AVOID SUBSTITUTES."

The "Union Reklame." Newspapers of the United States have been requested to furnish rates, etc., by the "Union Reklame," an advertising agency of Luzern, Switzerland. This agency was established three years ago, by 170 Swiss newspaper men. After the capital contributed by the members had been dissipated by mal-administration and after many newspaper debts had been incurred, the title was bought by a stock company, which is now trying to make money out of the enterprise. Although the company still pretends to have 170 members, the number has really dwindled down to eleven. The assertion that it is the sole agent for the Swiss Association of Hotel Proprietors for Switzerland is stated to be false. This association retains its right to transmit orders through other agencies.

Concerning the Union Reklame, the *Neue Zuercher Zeitung* recently said:

"It is therefore clear, and we can give the assurance, that the Swiss Hotel Association has not given exclusive right of advertising through the Union Reklame, of Luzern, and that the same as heretofore, every hotel owner is at liberty to deal direct with the newspapers, without using the Union Reklame, which, aside from the rebate allowed to the hotel owners, asks for an extra ten per cent for itself, and therefore is trying to increase the expenditure to the newspapers by ten per cent. Also from such reliable agencies as have taken charge of the placing of advertising of the hotel owners heretofore, the newspapers are authorized to continue accepting orders as previously."

"We are compelled to publish this article in the interest of hotel owners and newspapers, as no hotel owner can be compelled to use the service of the Union Reklame of Luzern, which has no connection whatsoever with the majority of the Swiss and the German newspapers."

Similar articles appeared in the *Journal de Geneva*, *Feuille d'Avis*, Montreux, *Vaterland*, Luzern, and others.

STOCK will not thrive without feed. Land will not yield without culture. Crops will not grow without fertilizers. Advertising is parallel—and needs a constant supply of new material, incessant work and plenty of stimulation.

IT is too bad that the text matter upon the latest folder issued by Edwin Howard Woodman, advertising agent for the Rock Island System, could not have been printed in more convenient form. As it is, we fear it will not receive one-quarter of the attention it merits. The folder is entitled "Factors of Prosperity," and is designed to show the resources and economic advantages possessed by the States traversed by the Rock Island lines. It is accompanied with diagram maps illustrative of the development of this section of the country.

A Clothes Show. Last week Brill Brothers, dealers

in men's clothing and furnishings, held a "clothes show" on the fourth floor of their building at 279 Broadway, New York. Over one hundred and fifty different models of suits and overcoats, for the fall and winter of 1907-1908, were shown as well as numerous fabrics, direct from the mills, for the spring and summer trade. The various garments were attractively displayed on forms, raised above the floor level on platforms, and the attendants present were there simply to answer questions as none of the exhibits were for sale. The walls of the room were covered with framed fashion plates, drawn from life, and a collection of photographs explained the various processes in garment making. The idea is a new one, from an advertising standpoint. The show was advertised in local papers under the heading of "Amusements," as well as in the regular advertising space used by the firm, and the whole exhibition was presented in a highly interesting manner.

Other things being equal, the man sells the most goods who asks people to buy most frequently and most persuasively. It pays to ask, and it is a very profitable thing to be on the spot in some way or other as close as possible to the time when the order is to be placed.

The circular letter you sent out last Spring has been forgotten and the advertising you may do next Winter, if you don't change your mind, is of no avail to-day. Be on the spot every month or twice a month, or every week, according to the nature of your business, with an intelligent and convincing bid for the business that should be yours. By this we mean mailing folders of the right sort.

The most successful manufacturers set aside a certain sum for this purpose, and make the advertising so done bring business in a most profitable manner—both new orders and re-orders.

We have been preparing more of this particular kind of advertising than most concerns in the advertising business, and having had more experience, we naturally do it better than most who must guess because they do not know.

Tell us how many customers you have, how large a mailing list you have, and inform us as to the nature of your goods, and your business condition in general, and ask us to frame up a plan for you that would enable you to be on the spot and get the order at the time it is placed, instead of being a few months too early or too late.

GEORGE ETHRIDGE,

Care of

THE ETHRIDGE COMPANY,

41 Union Square,

New York.

THE Macon, Ga., *News* has been elected to membership in the American Newspaper Publishers' Association.

In every town where Keith & Procter have a theater the F. C. Keith Shoe is being advertised in the amusement columns of the local papers, by calling attention to the moving pictures in these theaters, which show the process of manufacture of this shoe from start to finish. The Walter Binner Agency places the business.

Unique Publications. A new publication has just made its appearance under the name of the *Belknap Magazine*. It is published in Louisville, Kentucky, by the Belknap Hardware & Manufacturing Company, large and well known hardware manufacturers and jobbers. The publication, while evidently published for advertising purposes, is really a most interesting and entertaining magazine. The first number contains one hundred pages of standard magazine size, about equally divided between text and advertising matter.

A very successful attempt has been made to produce a magazine which would be a magazine in fact as well as in name. Its artistic three-color process cover presents quite as attractive an appearance as that of any publication seen on the news-stands, and the general magazine make-up and style is followed throughout the publication. The magazine is something different from a house organ, as its contents, while of peculiar interest to the hardware man, are diversified and very interesting. There are special articles, stories, humor, miscellany—all well written and handsomely illustrated.

The advertising pages show evidence of having been prepared with great care. The advertisements actually make "good reading," and their typography and illustration is in better taste and executed more artistically than are those of the average high-class magazine.

DURING the Automobile Show in Montreal *La Patrie* carried 1,557 lines of automobile advertising more than any other paper.

E. P. FRENZ, late circulation manager of the *Reader Magazine* and the *Home Magazine*, has purchased the magazine called *Hints*, published at New York, which is devoted to ideas and suggestions for entertainments to be given in schools, churches and in the home.

A Good Idea Gone Wrong. Haines, Jones & Cadbury Co., makers of plumbers' supplies in Philadelphia, have sent out a folder the purpose of which is to familiarize the public with the company's trademark and drive the fact home that this mark represents good value. The text is printed upon blue stock, which is completely covered with fac-similes of the trademark, printed in red. The combination is unfortunate, and if one reads the argument through he is likely to possess a dizzy head and aching eyes at the end. Here is the text, which surely deserves better treating than it received from the man who hit on the color scheme for the folder:

THE HOUSE BEHIND THE TRADEMARK.

We want you to feel that our trademark is more than a mere distinguishing device.

We want it to tell you, not only that the goods bearing it are *our* goods, but that they must be *good* goods to bear this mark at all.

We want you to realize that behind this trademark stands a house that—
Makes its customers' interests identical with its own—

Hopes to retain your trade not only this year but for years to come, and regards every order as if the continuance of your patronage depended solely upon it—

Carries a sufficiently large and varied stock to ship a great majority of its orders the same day as received. And above all, please bear in mind that "The House Behind The Trade-Mark" is never too busy to give careful consideration to any suggestion, criticism or request, from its friends in the trade.

Every one from the general manager down to the most diminutive errand boy is working for *you* as well as for *us*. "When you Want it Quick, send to H. J. & C."

J. V. SIMMS, circulation manager of the Charlotte, N. C., *News*, will publish this month a book entitled "Circulation—A Treatise on Newspaper Circulation Building."

THE edition of the *Oregon Journal* for September 8 was the "Fifth Anniversary Edition" of the paper since C. S. Jackson assumed the management. If any paper has ever issued a larger edition, PRINTERS' INK does not remember it. The issue contained twelve sections, six of them printed on a grade of paper which permitted the use of fine half-tones. Mr. Jackson has added another to his long list of very creditable performances.

New Sort of Classified. An interesting department in the *New York Times* is the "Guide for Buyers," which was born in the fertile mind of one of their solicitors, and put into operation about December, 1906. This guide occupies, as a rule, the better part of two columns although the space varies with the different seasons of the year. It is arranged alphabetically as to the different merchandise and is paid for at the rate of so much per line, the majority of firms using one line—giving their name, address and particular line of goods handled, although some advertisers use more space. Several of the Guide advertisers have developed into users of larger space. The names of these firms are secured from trade journals, different lists and various other sources, and are solicited personally.

The Guide is extremely useful to out-of-town buyers who, in a few minutes, can pick out the different firms on whom they wish to call.

Following the Guide is the "Arrival of Buyers" section. Any visiting buyer may register his name, the firm name, line of goods handled and temporary address, free of charge, by calling up the *Times* office by telephone and a great many avail themselves of the privilege.

BUSINESS GOING OUT.

LORD & THOMAS, Chicago, are placing copy for the Winton Motor Carriage Company.

THE D-Arcy Agency, St. Louis, is placing copy for Ballard-Snow linament with daily papers.

THE Wetherald Agency, Boston, is making contracts with daily papers for Vinol advertising.

GIBSON Whiskey will be advertised extensively this fall in eastern cities by T. S. Sykes, New York.

LORD & THOMAS, Chicago, are placing the advertising of Leopold, Solomon & Eisendroth with daily papers.

THE Homer W. Hedge Agency, New York, is placing copy for Meux Scotch Ale with daily and weekly papers.

PHILO-HAY Specialties Company, Newark, N. J., is sending copy direct to daily papers for Hays' Hair Health.

THE George B. Van Cleve Agency, New York, is using space in daily papers for the Tel-Electric piano player.

NELSON CHESMAN & COMPANY, St. Louis, are renewing contracts for the Ferris Medicine Company, of Chattanooga.

THE Lesan-Gould Agency, St. Louis, is using space in daily papers to advertise U. S. Navy Recruiting Station No. 3.

L. A. SANDLASS, Baltimore, is placing copy with newspapers for Schloss Brothers & Company, clothing, of that city.

WILLARD EVERETT, formerly with the H. O. Company is now in charge of the contract department of the Wetherald Agency, Boston.

RENEWALS are going out direct for Humphrey's remedies to daily papers.

COPY for the Pope Tin Plate Company, New York, is going to newspapers through the Homer W. Hedge Agency, New York.

THE Carbo-Magnetic razor, Silberstein & Company, New York, is being advertised in dailies by I. J. Rose, of that city.

CALKINS & HOLDEN, New York, are to put out the National Phonograph Company's advertising in newspapers, shortly.

"REID" umbrellas, canes, trunks, etc., are being advertised in New York City papers by the Frank Presbrey Agency, of that city.

"MIRETTE," a new fabric, is being advertised in well-known women's publications by Homer W. Hedge & Company, New York.

THE Jaros Agency, New York, is sending out some fall copy for Alfred Benjamin & Company, New York, clothing, to daily papers.

THE Becker Brewing & Malt-ing Company, are using space in daily papers, 56 lines, 26 times, through Lord & Thomas, Chicago.

N. W. AYER Agency is sending out copy for the National Biscuit Company to daily papers, and is increasing amount of space used.

THE Harrisburg, Pennsylvania, Telegraph has recently issued a handsome 160 page book, profusely illustrated, giving a history of the new and former State Capitols. The text is interestingly written and is being sent out to advertising agencies.

ERNEST EDWARDS, New York, is making contracts for the Empire Furniture Company, of that city with newspapers.

CALKINS & HOLDEN, New York, are placing *McClure's Magazine* copy with newspapers, regarding October issue.

J. C. AYER, Lowell, Mass., is renewing contracts with daily papers, same list as used last year, direct, for Ayer's Sarsaparilla and Hair Tonic.

THE Homer W. Hedge Agency, New York, is using space in newspapers for Angostura and Underberg bitters and Lucky Strike tobacco.

THE Calox tooth powder list is now being made up by J. W. Morgan & Company, New York, to include newspapers, magazines and street cars.

C. E. SHERIN Agency, New York, is using space in daily papers for Dr. Bull's Cough Syrup, Duffy's Malt Whiskey and Warner's Safe Cure.

PANTASOTE advertising is going to trade publications and a special list of women's papers through the Homer W. Hedge Agency, New York.

THE Frank Seaman Agency, New York, will continue to place the Columbia Phonograph advertising. It will not be placed direct as has been rumored.

J. WALTER THOMPSON, New York, placing renewals for Frank C. Clark, and for C. Kenyon & Company, New York, "Hangwell" clothing with small dailies.

IN the issue of PRINTERS' INK for September 11th, the placing of the B. M. Wooley advertising was credited to C. L. Doughty, of Cincinnati. Credit should be given to the Massengale Agency, Atlanta.

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"ANDREAU" Vichy copy going to newspapers, daily and weekly, and "Dawson" Scotch whisky to the same class of mediums through the Homer W. Hedge Agency, New York.

THE advertising of the Yukon Basin Gold Dredging Co. is being placed by the Horn-Baker Advertising Co., Kansas City, Mo., in daily and Sunday papers, also some mail-order papers and magazines.

THE Homer W. Hedge Agency, New York, is using space in magazines for the Werner Publishing Company, and in magazines, trade papers and weeklies for the Automatic Adding Machine Company.

CARLETON & HOVEY, Lowell, Mass., Father John's Medicine, are renewing contracts in same territory covered last year but will extend their advertising during the winter to cover additional territory.

GRIFFITHS' improved hats and millinery copy, New York and Chicago, is going to high-class publications such as *Life*, *Vogue*, etc., copy to change in each issue of every publication, through J. W. Morgan & Company, New York.

THE Bankers' & Merchants' Agency, New York, is figuring on space with large western dailies for some publishers' advertising and is using space in metropolitan dailies and financial weeklies for the Trust Company of America, advertising its removal to a new building.

N. W. AYER & COMPANY, are placing "Hydegrade" copy with daily papers, to start about September 30th. This copy will occupy large space and will be backed up by demonstrations in department stores, throughout the country, during "Hydegrade" week, beginning on the date above given.

S. B. KAUFMAN, financial agent for the Chautauqua Silver Mines Co., Century Building, Kansas City, Mo., is sending out full page copy to metropolitan papers through the Horn-Baker Advertising Co.

THE Frank R. Jelleff Advertising Agency, Providence, is placing copy for Hansen & Bennett, jewelers of that city, in the Butterick Trio for November. It is also placing the Albert J. Calder Co. dentine advertising in the *Woman's Home Companion*, *Saturday Evening Post*, *Harper's Bazaar*, *Vogue* and *Life*.

THE M. Hartley Company, New York, comprising the Remington Arms Company, the Union Metallic Cartridge Company and the Bridgeport Gun Implement Company, is placing advertising through the Homer W. Hedge Agency, New York. Copy for Remington Arms and Union Metallic Cartridge will go to newspapers in vicinity of the Adirondack Mountains, and shooting and mountainous districts of Pennsylvania and Maine; also to a list of about 60 agricultural papers and about 15 weekly editions of big dailies. This copy will run until about January 15th.



OCTOBER COVER OF A HOUSEHOLD MONTHLY WHICH HAS "ARRIVED."

BOSTON AND NEW ENGLAND NOTES.

The advertising of the Boston Food Fair will be placed by the P. F. O'Keefe Agency. A large list of New England newspapers will be used for a month.

Renewals are being placed this month for the advertising of the J. C. Ayer Co. of Lowell, Mass. Many new papers throughout the country are being added to the list.

The J. W. Barber Agency is planning a campaign for the New England Biscuit Co. to cover the State of Vermont. Other States will be taken up as fast as the goods are thoroughly introduced.

A. B. Hitchcock, Jr. of the Wetherald Agency, Boston, is making contracts with dailies and weeklies for the Dr. Sloan Co.'s advertising. Southern and southwestern papers are especially desired.

Plans are being formulated by the United Drug Co. for next year's advertising. Instructions and copy will go out to newspapers in about two weeks. The advertising is placed direct by E. S. Carnes.

In addition to extensive newspaper work, the Wetherald Agency are making arrangements with a list of high grade magazines for the advertising of Vinol. The contracts are for six quarter pages starting in November issues.

The Wetherald Agency places all the advertising of the following concerns:—Lydia E. Pinkham Co., Chester Kent Co. (Vinol), Paxtine Co., Dr. Sloan Liniment Co., E. W. Hoyt Co. (Rubifoam), Guyer Hat Co., Emerson Shoe Co.

The old accounts are all being placed, many with increased appropriations, and several large new accounts are being developed. It will pay the publisher or advertising manager to keep in touch with the New England field the coming season.

Willard Everett, formerly of the H-O Co. has become associated with the James T. Wetherald Agency of Boston. After the middle of September, Mr. Everett will have complete charge of all orders that go out from this agency and will see all solicitors.

The Londonderry Lithia Water advertising will be placed hereafter by S. A. Conover of the Boston office of N. W. Ayer & Son. The initial appropriation will go into large metropolitan dailies. This agency is, also, making up a list of magazines for the Torrey Razor Co. of Worcester.

C. E. Farnsworth, formerly of the *National Magazine*, has been appointed advertising manager of the Boston & Maine Railroad, the position left vacant by the recent death of Walter Hayden. Mr. Farnsworth is planning an extensive campaign of advertising for the Maine hunting season. Newspapers and sporting publications will be used.

The newspaper fraternity of New England has been deeply shocked by the sudden death of Eugene Moriarty, publisher of the *Post*, Worcester, Mass. Mr. Moriarty took charge of the *Post* at a time when it had a small patronage and no standing, and his tireless energy and strong personality brought it up to a position of importance in New England newspaperdom.

A year ago the Clicquot Club Ginger Ale Co. of Millis, Mass., was induced to advertise its product in a national campaign by E. S. Pierce of the J. Walter Thompson Co.'s Boston office. The first season's advertising has been eminently successful. The sales of the goods have doubled and the result is due almost entirely to the publicity work. Popular priced magazines and country newspapers were the mediums used. An additional appropriation has been made for high grade magazines during the winter. In the spring an even larger list of magazines and newspapers will be taken on.

SELF-ADVERTISING BY NEWSPAPERS.

The want ad is always a circulation builder, generally an important factor in securing display advertising, and not infrequently a creator of large space business. The wide-awake publisher appreciates that fact, and because of it is sometimes willing to carry the want ad business at little or no profit.

But, does the average publisher anywhere near exhaust the possibilities of his want ad columns by seeking to interest in them the multitude of small merchants to whom, at first, the cost of display space would seem prohibitory? I think not.

Take, for instance, the small concern which on account of its size or location can hope to do only a neighborhood business. That concern will pay several times the cost of a classified ad of fair size for a small display in a sheet issued by private enterprise, or in a "dodger," inserted in the Saturday or Sunday issue by nearby newsagents, unmindful of the fact that he is not buying a circulation outside his own immediate neighborhood, and ignoring the further fact that a good proportion of such sheets or "dodgers" are indignantly cast aside without a reading by buyers of the papers.

Why would it not be well for the publisher to size up the situation accurately, make a list of the "little ones" who cannot, or think they cannot, afford to pay for display space, with the inevitable waste of circulation, and make it the business of one bright solicitor to get that class of business strictly on its merits? With a little advice as to the intelligent use of the classified columns, and a few pointers as to the drawing power of genuine special offers, many of such small concerns would soon find themselves gradually extending the area of their business district and in a position to make profitable use of small display, perhaps to take larger quarters in a more central location. The very people who are most likely to con-

tribute to such a result are readers of the classified columns. The immediate revenue from such business might not repay the cost of getting it, but, eventually, the relatively few who become users of display space by means of this inexpensive test of advertising should make the effort decidedly profitable. But even such business will be influenced more or less by the volume of distinctly want ads, giving such ads an importance out of all proportion to their size.

There seems to be more and more effort, on the part of newspapers, large and small, to be known as *the* want ad mediums of their particular localities, which gives strong confirmation to the opinion just expressed.

The *Oklahoman*, of Oklahoma City, Oklahoma, has made very commendable use of its own space in bidding for want ad business, as shown by the following ads, reprinted from recent issues of that paper:

DO YOU REALIZE THE DIFFERENCE?

Have you felt the sharp quickening in the pulse of business in the last half-dozen years, the coming of the "strenuous life?" Do you realize that even every day business transactions can no longer be done in the old way? Have you also observed in the same period of time the great growth of the want ad departments of the metropolitan dailies, signifying that with the passing of old methods there has come the modern method of buying, selling, renting and trading—the want ad method.

"OKLAHOMAN" WANTS ARE UNRIValed.

LET THE WANT ADS WORK FOR YOU—RESULTS COUNT.

With a circulation of more than 20,000 daily it is calculated that *Oklahoman* Wants are read by more than 100,000 people.

This vast army is large enough to embrace people of every description, guaranteeing answers to ads of every imaginable sort.

No other paper can even approach the *Oklahoman*, either in the number of want ads carried, the number of want ad readers, or the number of answers which they bring, either in Oklahoma City, or in the entire State of Oklahoma.

HE DOESN'T KNOW

That yesterday he could have secured a position at one-half more salary, could have moved into a house at one-third less rent in a better part of the city, could have bought a standard

made of piano at one-half its cost, or sold to-day at a clear profit of a hundred dollars. He didn't read *Oklahoman Wants*. Don't tell him. It's too late now.

BUT BE WISE AND PROFIT BY HIS EXPERIENCE.

THEY MIGHT EASILY HAVE MET.

The man who was looking for a bright, earnest, hardworking young man to bring up in his business sat in the street car with just the individual he was looking for at his side. But they were strangers to one another's needs.

How easily an *Oklahoman Want Ad* might have introduced them!

OPPORTUNITIES ARE COMING AND GOING!

But while in town they always register in the Want Columns of the *Oklahoman*. It may be in the "business chances," it may be in the "help wanted," it may be in the "for sale" or in the "to trade" column. It's sure to be in one or the other and you are sure to find it if you look, and just as sure to miss it if you do not.

IN OKLAHOMA IT'S THE "OKLAHOMAN."

Every large city has its want ad medium. In Oklahoma it is the *Oklahoman*. An *Oklahoman Want Ad* not only has the advantage of a circulation more than three times that of any other, but in addition has the great advantage of that "want ad prestige" which causes thousands of readers of other papers to buy a copy of the *Oklahoman* when in search of a position, a partner, a piece of property, or anything in the Want Ad line.

The *Oklahoman* Want Ad page is a list of opportunities for everybody.

Those are good arguments, every one of them, and they will not be without effect on the advertiser or possible advertiser in display space. At the same time they increase the efficiency of the classified columns by persistently calling attention to them.

In the *Messenger*, St. Albans, Vt., I find a full double-column of self-advertising, some of which is calculated to boost the classified columns and some appealing to display advertisers. It is all good, as shown by the following reprints, but it was a mistake to bunch the four ads, for, so treated, they are much less likely to be read than if scattered through the paper:

One of To-day's Classified Ads Is Probably

WORTH A DOLLAR A LINE TO YOU?

It is rather an exceptional day when

this newspaper does not print a classified advertisement that is worth a dollar a line to somebody. And, in most cases, that "somebody" might as well be you.

Perhaps in a half dozen lines there is a real estate opportunity advertised which—if you could take full advantage of it—would, in a few months, yield you a profit equal to a very big ad at a dollar a line. Perhaps a few lines of type offer you an opportunity to secure a better job—and that ad, surely, would be worth a dollar a line to you!

Your "dollar-a-line" ad may appear in almost any classification in the paper. It may be a three line ad, or a ten line one. It may be an offer of something or a quest for something. In any event, when you find it your business instinct will identify it—so that it is important that you lose no more time in looking for it!

HOPE'S BIG NAVY.

People who are not without either optimism or imagination like to "think in pictures"—to paint, in fantastic shapes, the hopes, the fears, the apprehensions of life.

Mankind has long been accustomed to construct "Mental Ships"—to think of a cherished plan or hope as, "When my ship comes in!" The man or woman of buoyant temperament has "mental ships" sailing in all seas—and some of them are "coming in" every few days!

If your "ships" are sailing according to the "Publicity Charts" a good many more of them will "come in" on time with bigger cargoes.

If most of your "ships" have found their ways to "Davy Jones' Locker," or to the graveyards of the seas, you may begin the building of an entire new navy of Hope by beginning to be a close reader—a student of the advertisements.

In to-day's advertisement—so full of "chances," "opportunities"—you may find some "ships" whose whole cargoes are consigned to you; and other "ships" ready and waiting to set out on long or short voyages freighted with your hopes and prospects.

You Pay Too Much For Your Newspaper Advertising When

YOU PAY TOO LITTLE FOR IT!

That which is inadequate to serve your purpose costs too much—if it costs anything at all. In a watery emergency a life-preserver with buoyancy sufficient to support a weight of but ten pounds would not be a bargain—or a desirable investment—for you, even if the price should be low.

A collar three sizes too small for you is not cheap, at any price, if you seek a collar for your personal use.

Ten per cent of as much newspaper publicity as your business requires is not a good advertising investment. Nor is "cut-rate" publicity of any sort or quantity likely to be a sensible investment.

When you use too little space in the best newspaper medium, your advertising costs you too much! Some merchants who have followed this plan

will assure you that it is hard to see wherein advertising pays.
BUT ADVERTISING PAYS WELL ENOUGH

When You Pay Well Enough For Advertising!

IS YOUR "I" ALWAYS IN THE PUBLIC EYE?

Egotism used to be defined as "suffering your 'I' to get too much in the public eye."

The censure in this definition is all very appropriate, if applied only to people who lead wholly "private lives"—to people quite outside of trade or business activities.

But, to people who "keep stores;" to people who must find a market for something or other, and whose names are identified with their business, keeping their "I's" in the public eye is not egotism—it is fundamental good sense.

There was once an adage which said: "Seldom seen, soon forgotten." It was a true adage—true of almost everything and especially true of advertising as applied to business prosperity. A business enterprise grows in sure proportion to the regularity with which it is kept in the public eye and memory.

The Kansas City *Star* is another paper with a keen appreciation of want ad potency. It prints some excellent stimulators of want ad business and want ad readers, attractively typed and scattered about the paper where they are sure to be seen and likely to leave some impress on the minds of even "those who run." Here are two examples of their style:

THE VALUE OF WANT ADS.

The Want Ad columns of this paper are in reality the Selling Market for the people of this city. At no other place—in no other way, is it possible to satisfy so many wants as here. Do you want a Position, an Employee, a Bargain, a Business Chance—do you want a Boarder, or Roomer—or have you a House, Flat, Apartment, Real Estate, to Rent or Sell? No matter what you want, the Classified Columns of this paper will satisfy you. Try, and be convinced.

"How to WRITE AND ANSWER 'WANT ADS.'

On one of the "want" pages of this issue appears from day to day brief Talks on the Writing and Answering of Want Ads which we are running for the users of our columns that the greatest results may be obtained. Turn to the "want" pages now.

CLASSIFIED DEPARTMENT,
Both Phones Main 20.

"Great Results from Star Want Ads Grow."

TO PEOPLE WHO WANT.

People want many things here below

—they want them but a little while if *Star* Want Ads are used. Many a man daily earns a large fee for giving advice or closing a sale or business transaction. It costs anybody but a few cents to close some of the most important of Bargains and Sales in the Want Ad columns of the *Star*. Here you have the chance of making a small investment and getting large returns. It matters not what you want. Look over the Classified Columns of the *Star* now. On one of the want pages we are running a series of Talks on "How to Write and Answer Classified Want Ads." Turn to the one to-day. We are running them for you.

CLASSIFIED DEPARTMENT,
Both Phones Main 20.
"Great Results from Star Want Ads Grow."

The Omaha (Neb.) *Morning World-Herald* has its own peculiar style of presenting the want columns, as illustrated by the reprints below:

The man or woman that is wide-awake enough to advertise for a job, is generally up-to-date and industrious enough to make a good employee.

Employers, when they need help, should watch the Situations Wanted in the want ads.

THE MAN THAT OWNS
a city lot in Omaha, owns a lot—in more than one sense. He has something that cannot help increase in value, something that can't get away from him and the only foundation for a home.

If you have some spare cash, keep your eye on the "Real Estate" columns of the *World-Herald*, watch your opportunity, and invest.

The Des Moines (Ia.) *Register and Leader* has indicated a belief in the value of its own space by appealing direct to the local advertiser from many points of view, each calculated to impress the reader with the thoroughness with which that paper covers its field and the quality as well as the quantity of its circulation, as explained in the letter here reprinted and illustrated by the ad reprints which follow it:

"THE REGISTER AND LEADER,"
DES MOINES, Ia.

PRINTERS' INK, New York City:
GENTLEMEN—I am enclosing clippings of a number of ads which recently appeared on page one of the *Register and Leader*. All told, about forty-five of these ads have been published in the past sixty days.

The idea I had in mind when preparing this copy was to more firmly impress upon the mind of the local advertiser that the circulation of the *Register and Leader* covers Des Moines

PRINTERS' INK.

and Central Iowa completely and that this circulation is of the highest quality. The *Register and Leader* is the only two-cent paper in Des Moines. The subscription rate is four times that one of local competitor and three times that of the other. The evening papers are also given to very frequent sample copy distributions, which the *Register and Leader* has always avoided.

I am connected with the circulation department and prepare most of the advertising matter used in that connection. These ads, however, have been a side issue.

I will appreciate any criticism you may offer in the columns of PRINTERS' INK.

Very truly,
HARRY T. WATTS,
1029 20th Street.

**KEEPING ALL IOWA IN TOUCH
WITH DES MOINES!**

The *Register and Leader* circulates far and wide in every part of Iowa. There's scarcely a township in the State which does not receive a bundle of *Register and Leader's* every day.

It is largely through the *Register and Leader* that thousands and thousands of Iowa's most intelligent and prosperous citizens are kept in touch with the capital city and its stores and other business concerns.

Are you keeping your business before these desirable customers?

THE GREAT DISPLAY WINDOW.

The advertising pages of the *Register and Leader* constitute "the great local display window."

It faces in all directions and attracts a tremendous trade from every part of Des Moines and Iowa.

Is your store represented in "the great local display window?"

ASK THE TRAVELING MEN.

Any traveling man who covers Iowa will tell you that the one Iowa newspaper which he sees read in every part of the State is the *Register and Leader*.

It covers Des Moines and Iowa to the best advantage for the advertiser.

FIRST ON THE RURAL ROUTES!

To-day's *Register and Leader*, with the very latest news and markets, is delivered on almost every rural route in Iowa to-day.

The evening papers are from twenty to forty hours "state" before they can reach rural route readers.

This great advantage in delivery, combined with the superiority of the *Register and Leader* as a newspaper makes it the popular daily paper of Iowa's prosperous farmers.

**EARLY DELIVERY ALL OVER
IOWA.**

To-day's *Register and Leader* will be delivered at an early hour this morning in almost every city and town in Iowa.

Even the 11 a. m. extras of the evening papers can not reach many

of these towns until the following day.

With such excellent mail service and its admitted superiority as a newspaper is it any marvel that the *Register and Leader* is gaining legitimate paid circulation much more rapidly than any other Iowa newspaper?

There is no possible question as to the value of intelligent self-advertising by newspapers, but, in the case of the more prominent ones it should extend beyond their own columns to those of national mediums which appeal to the great buyers of space in the general field. But the persistent cultivation of the local field, in circulation, want and display ad patronage is what makes the story to which the general advertiser will lend an attentive ear.

♦♦♦

THE SUBSTITUTION FRAUD.

There is no species of fraud more reprehensible than the substitution process which is in vogue in many places of business. For example, a customer enters and calls for a specific article. The merchant by one process or another immediately undertakes to sell you an inferior article because the latter will render a larger margin of profit.

If the merchant succeeds in negotiating that kind of a sale the customer has permitted himself to be convicted before the bar of common sense as an all-the-year-around unmitigated chump.

From such a transaction flow two pronounced evils.

First, the customer has been cheated. He has failed to receive a proper consideration for the cash expenditure which he has made.

Second, the honest manufacturer has been discriminated against while the dishonest manufacturer has been given a premium for having effected through the retail dealer the sale of a bogus piece of goods upon a representative of the consuming public.

There is a way to cure practically every evil under the sun. The substitution fraud can be to a large extent eliminated from the realm of commercial affairs. The average customer can, by the exercise of ordinary intelligence, understand when the substitution racket is being worked. He can give the dealer a lasting rebuke on the spot or he can leave the place of business and not darken its door again—at least until he is convinced that the dealer has learned a lesson and will not make an attempt to play him for a sucker again.

Honesty in the commercial world will inspire confidence everywhere and it is within the power of almost everyone to help bring this state of affairs about.—*Des Moines Capital*.

COMMERCIAL ART CRITICISM

BY GEORGE ETHEridge, 41 UNION SQUARE, N.Y.
READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHERIDGE.

Even simplicity can be overdone as in the case of the Foster Brothers design. The advertisement deals with mirrors, and yet only the frame appears, the white paper showing through. This sort of mirror might appeal to the old gentleman who, for thirty years, had shaved three times a week at a certain mirror at a certain part of the room, and when the glass was accidentally broken, shaved there just the same, through habit, without



COLONIAL MIRRORS

FOSTER BROTHERS

4 Park Square, Boston

Catalogue Free

NO. 1.

noticing that the mirror was missing, but for the average prosaic purchaser, good, solid, reality of a very material nature is essential. With so much room, a few interesting lines of copy might well have been introduced, and figures, while not absolutely necessary, certainly add to the attractiveness of any design. This improvement is shown in the illustration marked No. 2.

* * *

Have you ever watched your

grandmother laboriously weave and sew together one of these ancient crazy quilts?—an almost endless task. Scraps of cloth from every section, of every

COLONIAL MIRRORS



No. 2.

shade, pattern and texture were composite parts of that quilt. A section of Aunt Sarah's wedding dress and a clipping from father's old silk tie—and other mementoes of many happy and bygone hours. To attempt any specific design

MINING SCREENS

The Harrington & King Perforating Co.
Manufacturers of
METALS
FOR THE MINING INDUSTRY
AND FOR SCREENS OF ALL KINDS.
OF HIGHEST EFFICIENCY.

would be to rob the quilt of its crazy attributes. The crazier the better, if you please.

It may be an exaggeration to suggest that the Harrington &

King advertisement culled from the *Iron Age* of the present issue, was built along lines established by grandmother, but we have only the finished result to judge by. It has all the elements of a highly successful crazy quilt. If any known type of screen has been omitted from the stupendous collection, it is probably through oversight. Just to give that care-free abandon at the finish, the white space girding the advertisement was blithely cut up into more art square and the eye buzzes around like a discouraged hornet, trying to find a place on which to light.

If a page had been employed of three individual concerns,

be read in sixteen directions from the compass.

On a particularly sweltering night, a forlorn foreman of the type-setting department bowed his way into the sanctum of the editor, holding a lively editorial scrawl in his fingers.

"I'm sorry, sir," he said, "but no one in the composing room can read this copy."

The editor frowned. "Can't eh," he snapped. "You idiot, you are not supposed to read it, that editorial is written for the subscribers of the paper."

We present three specimens of "Involved copy"—the advertising

KIDD POLISHED DRILL RODS
THE BEST ON EARTH
TELEPHONE HEAVEN FOR ANYTHING BETTER
KIDD BROS. & BURGHER STEEL WIRE CO. ALIQUIPPA, PA.

WIRE
FINE SIZES OF BRONZE - BRASS & COPPER
DURABLE - ANTIQUE BRONZE - RUSTLESS
DRIVER - HARRIS WIRE CO.
HARRISON - N. J.

PERFECT
The Perfect "DOUBLE CRIMPED"
WIRE CLOTH
MADE IN STEEL, BRASS, COPPER
AND PHOSPHOR BRONZE.
MINERS CANDELS, STICKS, VARIOUS
SIZES.
LUDLOW-SAYLOR WIRE CO., ALLEGHENY.
AGENTS:
MINE and MERCHANT SUPPLY CO.,
Denver, Bell Lake, El Paso, Mexico City

and all unnecessary scrap iron, checker boards, etc., been saved for a later design, the result might have been more encouraging.

* * *

It is told of a famous editorial writer, now dead, but whose ability to turn out brilliant copy had won him renown, that his written manuscripts were about as legible as a hen trail in a muddy barn-yard. His manner of creating editorial shafts was at once unique and painstaking, and when a piece of his copy was handed to the printers it could

From the looks of all of them, some editorial hand has been interlining, blue-lettering, editing and making additions and alterations. To read the lettering on any one of the ads, a man must have an eye like a new potato and the well-tempered patience of a Hindoo devotee.

* * *

A patent medicine quack was traveling through the South with a mixture that was made to appeal especially to the colored population. This mixture, so the agent promised, would turn a black complexion white if ap-

plied with patience and elbow grease. One old darkey made a purchase of a full bottle and did not show up for a week. He then chanced to see the agent in an

"What are you kicking about?" asked the quack. "You only bought ONE bottle and you're half white now."

The old negro looked annoyed. "Dat's jes' hit, boss," he replied. "De trubble am I isn't a nigger an' I isn't a white man. When I walks down de lef side ob de street dey wants me ter vote Democratic an' when I walks on de yudder hit's Republican."

An advertisement should be one thing or the other. There is no splitting the ticket, as it were, and to violate all rules of legibility by having one half a letter white and the other black, is inexcusable. The lettering in the Gleason design is none too plain to begin with, but the climax is reached when the type jumps from white to black and back again, across four tinted triangles.



adjoining town, and there he presented a remarkable appearance, for one half of his face was white while the other remained black.

In a 12-page booklet George Borgfeldt & Co., New York, send out to the trade illustrations of decorative steins. The booklet is printed in sepia ink on cream-tinted paper.

Inks Right—Prices Reasonable.

Please forward 100 pounds of your news ink. Kindly send some of your latest literature that we may know you are still doing business at the old stand and in your good old way. We are not large users of printing inks, but we have given you all our orders for several years, and shall continue to do so. Your inks are all right and your prices very reasonable.

F. A. FRY, Publisher News, Newport, Pa.

When ordering news ink it is necessary for the ink-maker to know the style and speed of your press, also the average temperature of your press room. A fast press ink will not work on a drum cylinder, and vice versa. Oftentimes, when this information is not given, we have to guess at it, and then there is a liability of trouble. My prices are strictly net cash f. o. b. New York.

25 lb. kegs,	\$1.75
50 " "	3.25
100 " "	6.00
250 " "	13.75
570 " bbls.,	25.00

Send for my sample book containing one hundred and twenty-five specimens of my best selling inks. Money back to dissatisfied purchasers.

ADDRESS

PRINTERS INK JONSON
17 Spruce Street, New York

THESE PAPERS

have been accorded the so-called Gold Marks by the editor of Rowell's American Newspaper Directory, which denote that their readers are found particularly among people with a high purchasing power. Only 120 publications in the entire United States and Canada are accorded the Gold Mark Symbol, and no others can get on the opposite page in any manner whatsoever.



(○○) GOLD MARK PAPERS(○○)

Out of a grand total of 22,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (○○).

ALABAMA.

THE MOBILE REGISTER (○○). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1906, 35,577 (○○).

ILLINOIS.

THE INLAND PRINTER, Chicago. (○○). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (○○), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (○○). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (○○). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL daily, average first six mos. 1907, 7,855 (○○); w/y., 17,705 (○○). Maine's great newspaper.

MASSACHUSETTS.

BOSTON, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

BOSTON EVENING TRANSCRIPT (○○), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (○○), Boston. The medium through which to reach textile mills using 1,880,000 horse power.

WORCESTER L'OPINION PUBLIQUE (○○) is the leading French daily of New England.

MINNESOTA.

PIONEER PRESS (○○), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (○○). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (○○). Largest gold-mark paper in New York.

BUFFALO COMMERCIAL (○○). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (○○) is THE advertising medium of Brooklyn.

THE POST EXPRESS (○○), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (○○). An acknowledged authority.—*Tribute, Lawrence, Kan.*

ARMY AND NAVY JOURNAL (○○). First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (○○) has the largest circulation of any technical paper in the world.

VOGUE (○○) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (○○) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (○○). Whoever mentions America's leading newspapers, mentions the New York HERALD first.

CENTURY MAGAZINE (○○). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

STREET RAILWAY JOURNAL (○○). The foremost authority on city and interurban railroading. Average circulation 8,300 weekly. McGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1906, average last, 20,791 (○○).

Specimen copy mailed upon request.
D. T. MAILETT, Pub., 233 Broadway, N. Y.

THE ENGINEERING RECORD (○○). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

FOREST AND STREAM (○○)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (○○) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intelligence and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (○○). Established 1874. The greatest international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1906 was 18,827. MC GRAW PUBLISHING COMPANY.

PENNSYLVANIA.

THE PRESS (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1906, 100,548; The Sunday Press, 137,563.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.

PROVIDENCE JOURNAL (○○). A conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (○○), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (○○) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (○○). Only morning paper in Seattle. Oldest in State. The biggest and best. Able, alert, always ahead.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (○○), the only gold mark daily in Wisconsin.

CANADA.

THE FREE PRESS (○○), London, Ont. Morning, Noon, Evening. Circulation over 18,000 daily.

THE HALIFAX HERALD (○○) and the EVENING MAIL. Circulation 15,568, flat rate.

PRINTERS' INK.

ADVERTISING ARGUMENT.

A Brooklyn woman used one of the Color street signs as an inducement to rent her rooms to night workers, who sleep, or try to sleep during the morning hours. She said in the advertisement that her house is on an "hospital street, where you must walk your horses, and make no unnecessary noise, under penalty of the law." — *New York Sun.*

PHYSICIAN, HEAL THYSELF.

NEW YORK, N. Y., Sept. 14, 1907.
Editor of PRINTERS' INK:

We beg to inform you that we never spend any money in advertising ourselves. Yours very truly,

C. L. ORBACH,
President *Slovak v Amerike.*

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (22 lines) for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

ILLUSTRATED FARM SERVICE for dailies
Page mats or any way to suit. ASSOCIATED
FARM PRESS, 112 Dearborn St., Chicago.

A YOUNG MAN who has had some experience in TRADE newspaper work. Apply BUR-
RELL, Worth and LaFossette Sts., New York.

WHY not earn more money! We help capable
men to better positions; hundreds of
opportunities now open; write for booklet.
HAPGOODS, 365 Broadway, N. Y.

WANTED—Lowest prices from manufacturers
on all kinds of Goods for the Supply House
business; also on soap and toilet articles and
toilet soap. THE GEO. CULLEN SUPPLY
H. USE CO., 1710 E. 36th Ave., Denver, Colo.

PRACTICAL NEWSPAPER MEN WANTED TO
fill desirable positions now open. We can
give every capable man the opportunity for
advancement. Send for free Booklet No. 7.
FERNALP'S NEWSPAPER MEN'S EXCHANGE,
Springfield, Mass.

"ADVERTISERS' MAGAZINE"—THE WEST-
ERN MONTHLY should be read by every
advertiser and mail-order dealer. Best "School
of Advertising" in existence. Trial subscription
ten cents. Sample copy free. THE WESTERN
MONTHLY, 815 Grand Ave., Kansas City, Mo.

ADVERTISING AGENCY WANTED in New
York, Boston, Pittsburgh and Chicago for
securing ads for "Banker and Investor," the
only financial magazine in Philadelphia. Exclusive
agencies. Liberal terms. THOMAS S.
HODSON, Publisher, Drexel Bldg., Philadelphia.

ADVERTISING MAN, 6 years' experience so-
liciting and ad-writing, desires change to
West or North account of health. Am at present
advertising manager of live daily; 25 years old,
married and strictly sober; have strong creden-
tials; anxious to demonstrate original ideas in
fertile field. Not an ad-school graduate, but a
practical, experienced advertising man. For
further information and photo, address BOX 214,
Joliet, Ill.

YOUNG MEN AND WOMEN
of ability who seek positions as ad-writers
and as managers should use the classified col-
umns of PRINTERS' INK, the business journal for
advertisers, published weekly at 10 Spruce St.,
New York. Such advertisements will be inserted
at 20 cents per line, six words to the line. PRINT-
ERS' INK is the next school for advertisers, and it
reaches every week more employing advertisers
than any other publication in the United States.

PRINTERS' INK.

THE circulation of the New York *World*,
morning edition, exceeds that of any other
morning newspaper in America by more than
100,000 copies per day.

BANK ADV. WRITER

desires change. Three years present position.
Deposits increased \$450,000. My specialty is
"securing new savings accounts." Excellent
recommendation from present employers.

Address "DEPOSITS," Printers' Ink.

WANTED—Clerks and others with common
school educations only, who wish to qualify
for ready positions at \$25 a week and over, to
write for free copy of my new prospectus and
endorsements from leading concerns every-
where. One graduate fills \$8,000 place, another
\$5,000, and any number earn \$1,500. The best
clothing adviser in New York owes his suc-
cess within a few months to my teachings. De-
mand exceeds supply.

GEORGE H. POWELL, Advertising and Busi-
ness Expert, #71 Metropolitan Annex, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and
quickest. Price \$14.50. F. J. VALENTINE,
Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing
THE COIN WRAPPER CO., Detroit, Mich.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms
from manufacturers. Cards for all
kinds of cabinets. Special discounts to
Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

PUBLISHING BUSINESS OPPORTUNI-
TIES.

A \$10,000 income
Awaits a hustling ad man
Who has the nerve to start
Business on his own account.
Monthly trade paper, established 15 years.
Good circulation. Gross business \$25,000.
Can be bought for \$20,000.

EMERSON P. HARRIS,
Broker in Publishing Property,
25 Broadway, New York.

ADVERTISING NOVELTIES.

EVERY conceivable kind, from all manufac-
turers. E. W. FRENCH CO., New York.

BUY advertising novelties of the manufac-
turer; 2 samples, 10¢; Toothpick cases, \$20
per 1000. Steel nail file in leather case, \$30 per
1000, your ad on. J. C. KENYON, Mfr., Owego, N.Y.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive nar-
rative of the development and evolution of
American advertising as a real business. The
remainder of the edition (published last
year) is now offered for sale. About 600 pages,
5x8, set in long primer, with many half-tone
portraits Cloth and gold. Price \$2, prepaid.
THE PRINTERS' INK PUBLISHING CO., 10
Spruce St., New York.

PRINTING.

OUR choice of printing consumers keep us
continually busy. On receipt of your data,
we can easily demonstrate whether or not your
choice and ours is identical. Perhaps it may
lead to mutually profitable business! Who
knows? Why not write now? THE BOULTON
PRESS, Drawer 94, Cuba, N. Y.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing.

ACME COIN CARRIER CO., Burlington, Ia.

ADVERTISING MEDIA.

REACH 1,300 homes in Troy and Central Miami County, Ohio, by using the RECORD. Only daily. Delivered directly to 800 homes in city alone. Read by women. Rate, 2-7c. line, net.

PRINTERS.

We print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page illustrated catalogued (O.G.) containing books of its kind. Published annually. 33rd issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

ADVERTISING AGENCIES.

D. A. OGORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal adv., exclusively.

AGRICULTURAL and Newspaper Advertising. A.C. THREGEN AGENCY, 422 Drexel Bldg., Phila.

THE IRVING ADVERTISING AGENCY, 1029 Tribune Building, New York, 928 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 26 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the TRADE JOURNALS our specialty. Benj. R. Western, Propri. Est. 1877. Booklet.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

We make a specialty of half-tones and color plates for post cards. Send for samples and prices. BALTIMORE, MD., ENGRAVING CO., 24 S. Charles Street.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Ctns with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

PAPER

BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papera specialty. Diamond B Perfect. Write for high-grade catalogues.

A HIGH CLASS ADVERTISING and SALES MANAGER

NOW OPEN FOR POSITION.

Has had considerable experience and success as advertising manager, business manager, publisher, and press agent.

Is thoroughly familiar with all advertising and *business getting methods*, editing, printing, reproducing and art processes.

Personal interview solicited.

For further particulars, address "B. A." Printers' Ink.

BOOKLETS.

1 M.	\$10	4 M.	\$22
2 "	14	5 "	26
3 "	18	10 "	40

8 pages, 5½ x 3¼. Good paper. Sample free.
THOMAS H. STUART, 45 Rose St., N. Y.

BILLPOSTING AND DISTRIBUTING.

VARNEY & GREEN control the posting in more than thirty California towns and cities, including San Francisco, Oakland, Alameda, Berkeley, San Jose and others in the north; Los Angeles, Santa Barbara, Riverside, Redlands, San Bernardino and others in Southern California. San Francisco office, Stevenson near 14th St., Los Angeles office, 229 San Pedro St.

FOR SALE.

PRINTERS' INK back numbers for 1900-1905. \$15.00. H. SENIOR & CO., 10 Spruce St., N. Y.

FOR SALE—Square-base metal pot; 700 pounds capacity. Good as new. Made by Hoe. Half list price. THE DAY, New London, Conn.

IN PROSPEROUS KANSAS.

Republican, only daily in town of 4,500; county printing. On good paying basis, \$7,000. GOMER M. THOMAS, Newspaper Broker, 2500 E. 24th St., Kansas City, Mo.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. BERNARD'S PASTE DEPARTMENT, Rectory Building, Chicago.

PATENTS.

PATENTS that PROTECT
Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY,
Washington, D. C. Estab. 1869.

PRINTERS' MACHINERY FOR SALE.

FOR SALE
TWO BROWN
FOLDING MACHINES

Used less than one year.

Address "W. J. K."
Box 968, Buffalo, N. Y.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

OWENSBORO "INQUIRER," INC.,

W. Q. Adams, Publisher.

OWENSBORO, Kentucky.

Editor Ready Made Department:

DEAR SIR—I am enclosing herewith several ads which I have prepared for local advertisers, and would be pleased to have your opinion of them.

This paper maintains a department which prepares copy and furnishes cuts for local advertisers, and the copies enclosed illustrate the quality of copy we give them. I do not claim much originality for this copy; in the hurry of having to prepare a considerable quantity of matter in a day, it is often necessary to resort to the "scissors" or your ready-made department, but the copies enclosed are, I believe, original.

I have conducted a similar department, along with several other duties, on three different papers, and have come to the conclusion that no other one thing will develop and hold business for a newspaper like this plan. I have seen it make large space users out of concerns that were firm in the belief that "there's nothing in advertising," and it did it because in several cases it doubled their business. One thing is certain, when the advertiser feels the results of a carefully planned campaign—and he always does if he sticks—he is fastened with hooks of steel to the paper that put him on the right path.

The usual advertising of the average small-city merchant is so notoriously bad that most any live newspaper could establish a cut and copy service that would afford the merchant better advertising than he treats himself to.

Yours very truly,

(Signed) HAROLD VAN TRUMP,
Business Manager *Inquirer*.

P.S.—I neglected to state that a year's trial of this plan on this paper shows a gain of 44 per cent in cash receipts from advertising over the previous year.

There is no possible question about the usefulness of such a service as that described in the foregoing letter. It has been proven repeatedly. So many merchants who have the time lack the skill, and so many who have the requisite skill lack the time. The standing ad is a standing menace. Sooner or later, the indifference which allows it to stand unchanged will lead to its withdrawal, and once it is out it is like pulling teeth to get it back. A little attention on the part of the publisher will not

only make it pay the advertiser better but will influence new business and increased business from old advertisers as well. Just the evidence of interest on the part of the publisher who sends a man around once a week or so to find out "what's new or good for next week's ad," will make the skeptical advertiser feel that there is really something in advertising and lead to a co-operation on his part which is bound to lead to better results. I think that Mr. Van Trump has done his work well, and am quite ready to believe his "P.S." to the effect that in a year's trial, a gain of 44 per cent has been made in cash receipts from advertising. Here are a few of the ads for various lines:

THAT GIRL OF YOURS

could be independent at womanhood if she began to save early. If she has an object in life, cash in the bank will be the greatest aid to the fulfillment of her ambitions.

We furnish a home savings bank free to help her save her small change; five per cent interest makes the account grow rapidly.

We have prepared a plan of systematic saving for children that will result in our making them a present of \$100 on their 21st birthday, while their savings account totals only \$210 in deposits.

Call or write and we will be glad to explain the details.

OWENSBORO SAVINGS BANK
AND TRUST COMPANY,
Resources—Over a million dollars.

THAT BOY OF YOURS.

Mighty fine little fellow, isn't he? Has the making of a fine man in him! No doubt about it!

But much depends on the start you give him. You can help him financially, and at the same time teach him to help himself, by starting a bank account for him.

We will loan you a home savings bank free. You slip in the dimes and nickels—even larger coins—as you can spare them. Soon the boy will be adding to the account of his own accord—and taking an interest in seeing it grow.

And the 5 per cent interest we pay on annual deposits will help the account to grow rapidly.

Call or write us for our plan of saving for children. It shows a sys-

tematic way of saving which results in giving your child \$100 on its 21st birthday, while you deposit \$210 in easy installments.

OWENSBORO SAVINGS BANK AND TRUST COMPANY,
Resources—Over a million dollars.

WE HAVE "A HOME FOR EVERY RENTER."

You owe it to yourself—and your family—to have a home of your own. Not a rented house that you take no pride in, but a home that you can improve and beautify as time goes on. And it is such an easy matter to have this home that we marvel that more people don't take advantage of our offer "A Home for Every Renter."

Probably you think that you can't do it on your income, but that is only because you have never looked into the matter. We know you can do it just as easily as you can meet the landlord each month and pay your big rent for his little receipt. It's mostly a question of making up your mind. A little money down, and the rest in small monthly installments will buy a home for you in a surprisingly short time.

We have plenty of property to sell on just this sort of terms, or if it happens that we cannot suit you from our lists, we will sell you a lot and build you a house to suit.

Come in and talk it over—it won't cost you a cent to find out all about it.

(Descriptions of properties.)

Anything you want, that a live, hustling, real estate company can get for you, can be had by calling on the **HOMESTEAD LAND COMPANY,** Incorporated,

Rear Owensboro Savings Bank.

LOOK AT THE MONEY IN YOUR POCKET!

Is there a National Bank Note there?

Yes, I see a ten dollar note issued by a little national bank in Kansas.

Did you know that that bank failed a few months ago and that the depositors lost all they had in that bank?

Fact! But your note is good—any bank in the country will give you ten dollars for it.

What makes it good, after the bank has gone to pieces?

Well, simply this: "This note is secured by bonds of the United States, deposited with the U. S. Treasurer at Washington." These bonds are what make the money good under any and all circumstances, and they will be held in trust until all of these bank notes come in and are paid off. On the same principle our Mortgage Certificates of Deposit are an absolutely safe investment. Here is what is printed on the face of each of them: "This certificate of deposit is secured by an equal amount of first-mortgage bonds, or lien notes on real estate in Daviess County, Kentucky, worth at least double the amount loaned. Just as Government Bonds are held as security for money issued by National Banks,

so these real estate bonds are set aside in special fund and held strictly as security for our Mortgage Certificates, besides the capital and assets of the bank, and they will make the Mortgage Certificates good under any and all conditions.

Mortgage Certificates are issued for one, two and three years and bear five per cent interest.

DAVIESS COUNTY BANK AND TRUST CO.,
114 West Third Street.

From the Philadelphia (Pa.) Bulletin.

**Rat Catchers—Trained Ferrets,
\$3.50.**

The only sure way to remove rats from buildings or boats.

No trouble—no smell.
Every ferret guaranteed.

CUGLEY & MULLEN,
1229 Market St.,
Philadelphia, Pa.

**ROCHESTER RAILWAY AND LIGHT Co.,
ROCHESTER, N. Y.**

Editor Ready Made Department:

DEAR SIR—We are very much pleased to note your criticism given a few of our ads in this week's PRINTERS' INK, and we trust that other companies will profit by the valuable criticism given our copy.

I am enclosing a series of ads which we ran in all of our papers daily, four days; also a few smaller ads that we use alternately, giving prices and description of goods sold, and would be pleased to have you give your opinion on this kind of advertising.

In connection with this, to give you an idea of the local conditions, would say that we advertise in five daily and three weekly papers, having an ad in all editions. Every part of the city is canvassed by solicitors, and we have large salesrooms for the display of all our goods. Inasmuch, as we reach the people in all these ways, I believe that the style of advertising in enclosed ads is occasionally permissible.

Awaiting your reply, and thanking you in advance for any time that you may be willing to devote to looking over these ads, we are,

Yours very truly,
ROCHESTER RAILWAY AND LIGHT Co.,
(Signed) Per C. G. Percy.

Of the seven ads submitted, four are given to what might be termed a monologue by "Pearl, the Gas Range Girl." Pearl, by the way, according to her profile as shown in the ad, is a girl that one might learn to like if she would only turn her head a bit

so that one might gaze into her soulful eyes and thence down the bridge of her partrician nose to her cherry red lips, as the poet might say. But the obstinate thing insists on looking in the opposite direction all the time, which seems a bit rude, to say the least, though she may only intend to be coquettish. And Pearl is just the least bit slangy—probably because she is so enthusiastic about the gas range. I think very well of her and all that she says, but I don't think that she or mama should have been allowed to hire a cook after installing the gas range. That was the time to fire the cook, on account of the work being so much easier. Seriously, the ads are good, because they are out of the beaten path—different. Here are three of the "Pearl" talks, to show their style:

"Well at last we have our new Gas Range. Say, but it's a dandy! Mother is more than pleased with it. You know that's a great deal for mother, for she's been married to a coal range so many years, it was rather difficult to get her to make a change.

"But won't it be just lovely! No coal to carry, no ashes to empty; I detest that, it is such dirty work. And then one can keep so nice and cool and fresh on hot summer days with a Gas Range in the house. I can cook some delicious little luncheons on Sunday evenings, and after the theater, and without having to put an apron on. Just think of it! That reminds me, I must 'phone for our tickets. You know the Lyceum opens its new vaudeville season to-night. I'll tell you what kind of a time we have, Tues-

GET A GAS RANGE.

"Oh, I am so glad you came over! It seemed as if I couldn't keep still another minute. I did so want to tell you what kind of a time the four of us had last night.

"After we came home from the theater we had a most delectable little luncheon. It didn't take but a few minutes to get it—we used the Gas Range. What do you think? Jack made a 'rare-bit,' and, say, it was perfectly dandy. I suppose that was because you can regulate the heat so easily on a gas range. Do you know. I can't get over thinking how perfectly lovely it was to get lunch without even having to change my dress or—now don't go just because the door bell rang—it is only the new hired girl. We expected her to-day, you know. Well, all right; come over tomorrow. Now be sure!"

GET A GAS RANGE.

"Come right in! Are you going down town?—Well I don't know, I hadn't thought of it, but I guess I can—Sure I am willing to stay to lunch. "I did not want to say anything while we were in the house, but say, do you know our new cook is a dear? She started to boss us just the minute she came. You ought to hear her tell mother how she wouldn't cook on anything but a gas range. You would think mother would be mad, but she wasn't, she just had to acknowledge it when the cook said, that it is so cool, clean and easy and it is always saving money, as you do not have to pay a cent for gas when you are not using the range. She has such common sense ideas, don't you know? I believe by to-morrow noon the cook will make mother throw out the coal range and get a gas water heater and furnace connection. She said she had heard other people talk so much about them. Well, here we are, we will go right in and get a lunch and do our shopping afterward. I want to go to the glove counter the first thing."

GET A GAS RANGE.

And then the ads change to the less unusual but rather more interesting and practical style shown by the following examples:

Who carried the coal this morning?
GET A GAS RANGE.

LEARN TO READ YOUR METER.

A card explaining how to read your meter, with space for keeping a record, free upon request.

Read it from day to day—know how, when and where you are using gas. Count the feet of gas that pass through your meter, as you would count an order of eggs.

We want you to do this. We want you to realize that, not to say a word about comfort, cleanliness and convenience, you can save money if you

GET A GAS RANGE.

Call, 'Phone or write for card.
Commercial Department

**ROCHESTER RAILWAY AND
LIGHT COMPANY,**
30-40 Clinton Ave., N.

OEWGO, N. Y.

Editor Ready Made Department:

DEAR SIR—On several previous occasions you have tendered me merciful treatment and I enclose herewith some copy that has just been published in one of our local papers.

We have been doing some "boom" advertising, and this is only one of the methods of reaching everybody.

Very truly yours,
H. J. PURPLE,
Advertising Manager.

I am sorry that the "merciful treatment" which seems so high-

ly appreciated cannot be extended to the ad that came with the above letter. I believe in "trade at home" arguments, but not in this kind, in its entirety. For instance, I believe that you antagonize a man when you remind him of his credit obligation to the local dealer. You put him on the defensive and he immediately begins to seek justification for his mail-order dealing. He finds it, perhaps, justly or not, in the thought that if the local merchant extended credit to him, it was at a "long" or credit price and he paid for the accommodation. The balance of the ad is good, and yet, while it may present the best and most logical arguments for trading at home, it certainly does not exploit the reasons most likely to appeal to those who are influenced by immediate advantage or direct benefit in buying of a local merchant. It seems to me that advertising of this character should appeal more directly and forcefully to the selfish interests of the buyers by playing up the advantages of seeing the article when it is purchased—of the greater opportunity to see and compare—quality and prices; and, on the other hand, the delays in transit—express or postage—cost of remitting, trouble of writing, and the many other factors that go to make mail buying much less certain and satisfactory in its results. One of the points I would make is well shown in the clipping from an exchange which follows the ad in question, as here reprinted:

WHY DO YOU BUY OUT OF TOWN?

You say "to save money"—but do you?

Every dollar you put out of circulation here at home makes it just so much harder to find another dollar to take its place.

Is that "saving money?"

Your home merchant extends your credit when you need it—and you know how often that occurs and for how long you "hang him up"—but when you do your cash buying you send your money to some distant city

because some things, on which the regular price is widely advertised, are sold there a few cents lower than the price at home.

And the mail-order house "makes up" on something you do not know about—or on the quality of the goods.

When you buy of a home merchant and you find your purchase is not "up to standard," you can go to him and "have it out." Can you do that when you make your purchase in Chicago?

You may argue that you do not sell your products in this town. Perhaps you don't—but couldn't you do so if the town was larger and more prosperous? Do you think this town will grow if you persist in sending to an out-of-town firm for goods for which you can wait to have delivered?

If the millions of people sending their orders to the big mail-order houses would spend the same amount of money in their own towns, these towns would be growing just as the larger cities are growing.

There would be a larger demand for merchandise, a demand for a larger force of clerks to handle the increased trade and a demand for houses for the new clerks to live in.

There would be a larger demand for farm products for them to live upon, a larger demand for the "produce" that the average farmer raises and is willing to raise more of, if the demand makes it necessary.

Think it over, and see if your trade would not be of some help toward bringing about these new conditions!

ONE ON THE CUSTOMER.

A rather amusing story is told on a man who went into a hardware store of a neighboring town and wished to purchase an axe, says an Ohio paper. Being shown the article and informed that the price was \$1.15 he said: "Why, I can get that same kind of an axe from a mail-order house for 90 cents."

"Very well," said the hardware man, "I will give it to you for the same price provided that you will do the same with me as you would with them."

"All right," replied the customer as he handed over a dollar bill, the merchant giving him back ten cents in change.

"Now," said the hardware man, "I want 25 cents more to pay express charges," which the purchaser gave him. "How much did your axe cost you?"

"One dollar and fifteen cents," the man answered.

"Very good; now give me the five cents more for money order fees and postage," which the purchaser had to hand over. "Now how much did your axe cost you?"

"One dollar and twenty cents," said the customer.

"Not so cheap after all," said the merchant, whereupon he picked up the axe, tossed it back on the shelf and told the customer to call for it in ten days, as that would be as soon as he could get it if he had ordered it from the mail-order house.

ALLEGED HUMOR.

AN ALSO-RAN.—Reporter.—Now that I have described your dress and those of your maids, the house decorations and the presents, what shall I say about the bridegroom when we print the account of the wedding?

Bride-Elect.—Well, I suppose his name must go in. You might say that he was among those present.—*Southern Messenger*.

VICARIOUS.—“I tell you,” said the young sub-editor of a local paper, “that the editor isn’t in, and I’m not going to tell you again. If you have anything for him you can leave it with me.”

“Very well,” said the caller, taking off his coat, “I came to give him a good, sound thrashing, but I’ll give it to you instead.”—*San Antonio (Tex.) Southern Messenger*.

CONTRIBUTING TO THE ‘ATLANTIC.’—The difficulty that some authors have in getting their brain-products into the magazines tends to some very funny experiences. It was Dr. Oliver Wendell Holmes who said that he could not understand why people found this trouble in getting into the magazines. He said he went across the ocean, and the very first day out he became a contributor to the Atlantic!—*Ladies’ Home Journal*.

SHOWING A BAD EXAMPLE.—A grocer who was noted for his carefulness had an advertisement inserted in a local newspaper for a message boy, and a young fellow who understood the kind of a gentleman who was advertising came to apply for the situation, and while the grocer was telling him how careful he must be a fly settled on a bag of sugar and the grocer caught it and threw it away. The boy then said: “If you want me to be careful you are showing me a bad example.”

“Why?” replied the former.

“Because,” said the boy, “you have thrown that fly away without brushing the sugar off its feet.”—*Tit Bits*.

CONSIDERABLE DIFFERENCE.—The young man had gone to Greenby for the summer for the purpose of securing piano pupils. When at last he gave a “Recital” in the town hall, he sent tickets to the Greenby *Clarion*, the editor of which promised him a good notice.

At the close of the recital the editor sought the musician and said, cordially: “Such an exhibition as you’ve given is enough to whet the ambition of all our young folks, and I shall say so in my notice.”

The musician thanked him; but owing to a slight mistake on the part of the typesetter, he found it hard to be as grateful the next day, when he read:

“Such an exhibition as this young man who has come among us gave this afternoon was enough to wet the ambition of every boy and girl in town.”

BEATS ANY COW AROUND HERE.—An Oklahoma newspaper advertises as follows: “Full-blooded cow for sale, giving milk, three tons of hay, a lot of chickens and several stoves.”

THE WORLD MOVES ON.—**Old Style.**—Wanted: A hired girl to do housework and make herself generally useful. Wages two dollars a week and found. Apply at servants’ entrance.

New Style.—Wanted: A service-lady, black or white, domestic or foreign, to accept five dollars a week with all the comforts of an elegant home and make. She may receive her friends in the drawing room, have seven evenings, mornings and afternoons of each week, have her own night key, and complain if the place isn’t run to suit her. She will take orders from nobody, but it is hoped that she will listen to requests when properly made. Have a hand-played piano in the house, but will get the other kind if applicant is of musical tastes without corresponding accomplishment. Family will be glad to eat at second table. Telephone in house. Have horses and so forth, but will substitute automobile if desired. No dogs. Children will be sent to an asylum if not satisfactory. Houses of latest modern design, in exclusive neighborhood. Employer will give bond for the discharge of her duties and asks nothing except that applicant will not “give notice,” so that she (the employer) may tell her fashionable friends that she is not doing her own work. Applicant will please give address and employer will call on her before inviting her to the position offered. No references required.—*Life*.

♦♦♦
A FRENCH HAIR-RAISER.

Pneu cuir antidérapant
“HOUBEN”
le plus puissant
le moins cher à l’usage.

PARIS, 23, rue Brunel. Téléph. 560-26.
Télégr. Benhou

LONDRES, 29, Vauxhall Bridge Road.

BRUXELLES, 5, rue du Bailli.

VIENNE, 14, Stühenring 1.

MILAN, Società Frera, via Carlo-Aberio.

ROTTERDAM, Stokvis et Zonen.

SAINT-AUBIN, fabrique de moteurs et de machines.

—Paris *L’Illustration*.

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